C3400-1.99-4

Men's Furnishings and Work/Career Apparel

FAIRCHILD FACT FILE

Prepared by
Market Research Division
Audrey S. Balchen, Director
Gregory Becker, Research Analyst

Distributed through
Book Division
Fairchild Publications
Division of Capital Cities Media, Inc.
New York

Fairchild Fact Files, prepared by the Fairchild Market Research Division and distributed through Fairchild Books, are published for the sole purpose of providing information for customers of Fairchild Books and are in no way intended to represent, promote or injure any business entity. To provide this service to our customers, the most reliable government, marketing and publications sources are used in these reports. In some instances, details will not add to totals shown because of rounding.

E.B. Gold, Manager
Fairchild Book Division

Copyright ©1987 by Fairchild Publications

Division of Capital Cities Media, Inc.

All Rights Reserved

Standard Book Number: 87005-588-7

Printed in the United States of America

TABLE OF CONTENTS

MEN'S FURNISHINGS

Page

MARKET TRENDS..... 1

AT THE MANUFACTURER LEVEL:
- GENERAL INDUSTRY STATISTICS..... 2
- EMPLOYMENT AND EARNINGS..... 6
- INDUSTRY CONCENTRATION 7
- PLANT CAPACITY UTILIZATION.....10
- INDUSTRY LOCATION.....10

PRODUCTION.....12
- MATERIALS CONSUMED IN PRODUCTION.....15
- SEASONALITY OF PRODUCTION.....17
- PRODUCT SHIPMENTS.....17
  - CONCENTRATION OF PRODUCT SHIPMENTS.....19
  - LEADING STATES.....20
- PRODUCER PRICE TRENDS.....22
- FOREIGN TRADE.....22
- TOTAL DOMESTIC SUPPLY.....25

AT THE RETAIL LEVEL:
- THE POTENTIAL MARKET.....26
- CURRENT TRENDS.....26
- RETAIL SALES BY MERCHANDISE LINE.....28
- RETAIL SALES BY STORE TYPE.....29
- RETAIL ADVERTISING.....32
- CONSUMER BUYING HABITS.....32

WORK WEAR AND CAREER APPAREL/UNIFORMS

MARKET TRENDS.....34

AT THE MANUFACTURER LEVEL:
- GENERAL INDUSTRY STATISTICS.....35
  - INDUSTRY CONCENTRATION.....36
  - EMPLOYMENT & EARNINGS.....37
  - INDUSTRY LOCATION.....38
- PRODUCTION & SHIPMENTS.....39
  - PLANT CAPACITY UTILIZATION.....41
  - LEADING STATES.....43
  - CONCENTRATION OF SHIPMENTS.....44
- PRODUCER PRICE TRENDS.....45
- FOREIGN TRADE.....46

AT THE RETAIL LEVEL:
- THE POTENTIAL MARKET.....46
- RETAIL SALES.....50
- CONSUMER BUYING HABITS.....51

SCHEDULE OF ADDITIONAL FACT FILES.....52

MEN'S FURNISHINGS

Market Trends

While sportswear items are benefitting for the ever-growing trend to casual attire in offices and on social occasions where tailored, dress-up looks used to prevail, major segments of the men's furnishings market, particularly dress shirts and neckwear, have been adversely affected. However, even within these segments niches have been found which are registering growth, such as cotton dress shirts and silk neckwear. Two important components of the men's furnishings industry -- underwear and socks -- have increasingly become fashion items as well as staples, adapting well to the needs of customers with casual lifestyles.

There is no "official" definition of the term "furnishings". Rather this classification is determined by the merchandising plans of retailers. However, for the purposes of this report, coverage focuses on dress shirts, neckwear, underwear, nightwear, hosiery, with a total retail sales value estimated at some $12 billion in 1986.

As in all other apparel classifications, imports are a major factor in the men's furnishings domestic market. In some segments of the market, the import-to-supply ratio is as high as 50%, according to the International Trade Administration (Department of Commerce). The U.S. dollar's value has not diminished in relation to the currencies of major suppliers, such as Taiwan, South Korea and Hong Kong, and there has been no slow-down in the quantity of imports.

U.S. manufacturers are a part of the import picture, in sourcing abroad (along with major retailers), and in making use of Item 807 of the Tariff Code. The 807 code allows imports of apparel assembled in Caribbean Basin countries, using U.S. fabrics, to be made for U.S. suppliers, and duty paid only on the value added abroad. Jockey, for one, has had an 807 operation in Jamaica for a couple of years. The total C.I.F. (cost, insurance, freight) value of imports of men's and boys' underwear and nightwear, excluding robes, amounted to $15.4 million in 1985.

Throughout the U.S. apparel industry, manufacturers have stepped up efforts to become competitive with imports through technological improvements to increase productivity and "quick response" to the needs of retail customers. the "Crafted With Pride in the USA" program has been supported by the industry to encourage consumers to buy American.

Imported furnishings, industry items sourced abroad directly by retailers, have been major factors in the strong growth of private labels, particularly in dress shirts and neckwear. Market sources estimate that private label currently accounts for about one-third of shirt sales (units), with the percentage rising rapidly. Use of private labels for men's ties is also on the upswing, aiding retailers' profit margins, and competitive edge in terms of price and exclusivity.

Overall, dress shirt business in terms of units is expected to be flat or down in 1987 compared with 1986, according to trade sources. Exceptions in the overall picture include cotton dress shirts, silk ties, fashion underwear. A problem in supply of cotton shirts to meet consumer demand may develop, as quotas for the year for a major supplier, China, are about filled early in the year, manufacturers/retailers must scramble to find new sources of supply, hopefully within the U.S.

Market Trends (continued)

Fashion, particularly the use of color, is increasingly being emphasized in men's dress shirts, and manufacturers are broadening lines to cover a wider range of colors.

Rising prices have maintained the dollar sales level in men's ties, although units are off. As noted, increases have particularly been reported in silk tie business in the past two years -- part of the stronger growth being registered generally in sales of apparel to upscale, fashion-forward customers. Retailers have encouraged tie business by displaying them more openly to customers, as well as broadening fashion lines.

Gains in sales of men's underwear appear to be leveling off, and competition among the three major producers -- Fruit of the Loom, Hanes, Jockey -- is keen. While Hanes and Fruit of the Loom have resorted to direct comparitive advertising to garner market share, Jockey has expanded its merchandise mix, most recently branching into production of girls' panties, underwear and bras. While retailers promote color and fashion lines, focusing on the younger, affluent customer, industry reports indicate that sales of basic white underwear for men still account for about 75% of sales.

Note: Furnishings are not defined in a separate industry classification, but are produced in a number of industries, as classified under the Standard Industrial Classification system. Information on sports shirts is included in this Fact File only where industry data includes both sport and dress shirts. To focus on sport shirts, see the Men's Sportswear, Casual Wear Fact File. Accessory items, such as jewelry, gloves, small leather goods, are covered in the Fashion Accessories Fact File.

Industry reports by the Department of Commerce covered in the following tables, include manufactures of furnishings for both men and boys. Separate figures on a product basis, covering men's only are reported where available. (For boys' furnishings, see The Chilren's Market Fact File.

AT THE MANUFACTURER LEVEL

GENERAL INDUSTRY STATISTICS

A complete census of all manufacturers in the U.S. with one or more paid employees is compiled every five years by the U.S. Bureau of the Census. Results from the latest, covering operations in the men's furnishings classifications are covered below. In addition, comparable figures are reported from the 1983-1985 Annual Surveys of Manufactures. The Census Bureau conducts annual surveys using a sample of manufacturers in order to develop estimates on key measurements of manufacturing activity during intercensal periods. (As noted in the previous discussion, Census Bureau Industry Classifications do not clearly segregate men's furnishings.)

The number of manufacturing establishments in the industry have been declining for many years now. Industry shipments, in contrast, have generally been rising. However, these prices are in current dollars, so inflation has to be one factor taken into account when making comparisons.

GENERAL INDUSTRY STATISTICS

Shirts & Nightwear (SIC 2321*)

	1985	1984	1982	% Change 1985/84
Number of companies	na	na	535	na
Number of establishments, total**	na	659	741	na
Number with 20 or more employees	na	464	560	na
Employees, total (thous.)	80.1	90.9	88.7	- 11.9
Production workers (thous.)	69.1	78.5	76.0	- 12.0
Payroll (mil. $)	$ 823.5	$ 905.4	$ 819.0	- 9.0
Value added by manufacture# (mil.$)	1,824.6	2,071.6	1,785.5	- 11.9
Value of industry shipments## (mil.$)	$3,673.8	$3,688.8	3,477.7	- 0.4
Capital expenditures, new (mil.$)	45.5	59.6	37.2	- 23.7
Machinery and equipment (mil. $)	na	na	29.6	na

Underwear (SIC 2322*)

	1985	1984	1982	% Change 1985/84
Number of companies	na	na	61	na
Number of establishments, total**	na	63	77	na
Number with 20 or more employees	na	50	51	na
Employees, total (thous.)	9.6	10.7	11.0	- 10.3
Production workers (thous.)	9.3	10.2	10.0	- 8.8
Payroll (mil.$)	$107.4	$115.5	$ 99.1	- 7.0
Value added by manufacture# (mil.$)	285.5	276.4	210.2	+ 3.3
Value of industry shipments## (mil.$)	505.0	514.1	429.4	- 1.8
Capital expenditures, new (mil.$)	2.3	na	3.3	na
Machinery and equipment (mil. $)	na	na	2.1	na

Knit Underwear Mills (SIC 2254*)

	1985	1984	1982	% Change 1985/84
Number of companies	na	na	72	na
Number of establishments, total**	na	75	84	na
Number with 20 or more employees	na	60	61	na
Employees, total (thous.)	24.0	25.0	22.3	- 4.0
Production workers (thous.)	21.6	22.1	20.0	- 2.3
Payroll (mil.$)	$ 301.8	$ 302.2	$232.3	- 0.1
Value added by manufacture# (mil.$)	491.7	492.8	446.2	- 0.2
Value of industry shipments## (mil.$)	1,136.2	1,010.7	829.9	+ 12.4
Capital expenditures, new (mil.$)	22.7	24.1	9.3	- 5.8
Machinery and equipment (mil. $)	na	na	7.4	na

(continued)

GENERAL INDUSTRY STATISTICS

Neckwear (SIC 2323*)

	1985	1984	1982	% Change 1985/84
Number of companies	na	na	165	na
Number of establishments, total**	na	164	170	na
Number with 20 or more employees	na	91	91	na
Employees, total (thous.)	5.9	6.6	6.7	- 10.6
Production workers (thous.)	4.0	5.2	5.3	- 23.1
Payroll (mil.$)	$ 80.4	$ 86.9	$ 83.0	- 7.5
Value added by manufacture# (mil.$)	174.8	187.1	184.5	- 6.6
Value of industry shipments## (mil.$)	341.9	367.1	335.0	- 6.9
Capital expenditures, new (mil.$)	1.5	na	4.9	na
Machinery and equipment (mil. $)	na	na	4.8	na

Hats & Caps (SIC 2352*)

	1985	1984	1982	% Change 1985/84
Number of companies	na	na	285	na
Number of establishments, total**	na	261	314	na
Number with 20 or more employees	na	130	136	na
Employees, total (thous.)	12.0	13.1	13.2	- 8.4
Production workers (thous.)	10.3	11.6	11.8	- 11.2
Payroll (mil.$)	$142.3	$142.9	132.2	- 0.4
Value added by manufacture# (mil.$)	254.7	236.2	244.7	+ 7.8
Value of industry shipments## (mil.$)	494.4	511.5	432.4	- 3.3
Capital expenditures, new (mil.$)	17.7	6.4	7.7	+176.6
Machinery and equipment (mil. $)	na	na	4.3	na

Hosiery (SIC 2252*)

	1985	1984	1982	% Change 1985/84
Number of companies	na	na	376	na
Number of establishments, total**	na	393	420	na
Number with 20 or more employees	na	262	263	na
Employees, total (thous.)	31.7	33.3	32.6	- 4.8
Production workers (thous.)	27.9	28.6	28.8	- 2.4
Payroll (mil.$)	$386.4	$376.5	326.5	+ 2.6
Value added by manufacture# (mil.$)	698.1	707.7	617.3	- 1.4
Value of industry shipments## (mil.$)	1,551.0	1,604.3	1,443.4	- 3.3
Capital expenditures, new (mil.$)	31.0	35.4	31.4	- 12.4
Machinery and equipment (mil. $)	na	na	24.2	na

na not available

* Manufacturers are classified by industry under the Standard Industrial Classification (SIC) system (1972) determined by the principal product made, as shown below:

(continued)

(footnotes continued)

SIC 2321 comprises establishments primarily engaged in manufacturing men's, youths' and boys' dress and sport shirts, and nightwear from purchased woven or knit fabric (cut and sewed). Also includes manufacturers of knit outerwear sports shirts from purchased knit fabric. Does not include work shirt manufacturers of products made in knitting mills. For 1982 the 741 establishments (plants) in this industry included 290 manufacturers, 118 jobbers, 193 independent contractors and 140 multiplant company contractors.

SIC 2322 includes establishments primarily engaged in manufacturing men's, youths', boys' underwear cut and sewed from purchased woven or knit fabric.

SIC 2254 includes establishments primarily engaged in knitting underwear and nightwear from yarn, or in making them from knit fabric produced in the same mill.

SIC 2323 comprises establishments primarily engaged in manufacturing men's, youths' and boys' neckties, scarfs and mufflers cut and sewed from purchased woven or knit fabric.

SIC 2352 includes establishments primarily engaged in manufacturing hats, caps and hat bodies. Millinery is not included.

SIC 2252 includes mills primarily making men's and boys' hosiery. It includes mills engaged in knitting, dyeing or finishing hosiery except women's hosiery. In addition to men's and boys' hosiery, the industry makes anklets for women and children, slipper socks, etc.

** Covers manufacturing establishments (plants) only, and each location is separately counted. Not included are separate auxiliary locations serving the plants (i.e. administrative offices, purchasing offices, sales promotion offices, etc.) Information on establishments in 1984 is from the Census Bureau's County Business Patterns.

Value added by manufacture is derived by subtracting the cost of products bought for resale without further manufacture, the cost of piece goods and other materials, contract work, etc., from the value of shipments with adjustments for finished products inventories. It avoids duplication in value of production which results from the use of products of some manufacturing establishments as materials by others, and is for more purposes the best value of measure of individual industries.

Value of industry includes, along with receipts for contract work, all items made by or for each establishment from materials owned by it, and also miscellaneous receipts. It includes both primary and secondary products made in these industries. The value of the primary product alone (men's furnishings) of these industries, plus the value of these products produced by manufacturers classified in other industries, identified as "product shipments," are shown on pages 17 thru 19.

Source: U.S. Bureau of the Census:
1982 Census of Manufactures,
1985, 1984 Annual Survey of Manufactures

GENERAL INDUSTRY STATISTICS

Based on data compiled by the Census Bureau, the International Trade Administration (also part of the U.S. Department of Commerce) compiles annual projections covering industry and product shipments in constant (1982) dollars (which eliminate the effects of inflation) for a limited number of apparel classifications. Projections for 1986 compared with reported 1984 and 1985 figures are noted below.

Value of Men's & Boys' Shirts & Nightwear Industry Shipments: 1984 - 1986
(Constant (1982) dollar figures in millions)

1986(e)	1985(e)	1984	Compound Annual Growth 1982-1984	1979-1984
$3,322	$3,321	$3,568	- 0.8%	- 0.2%

(e) estimated

Source: U.S. Department of Commerce:
International Trade Administration,
1987 U.S. Industrial Outlook

Employment & Earnings

According to the Bureau of Labor Statistics, total employment as well as production worker employment increased for the first time since 1983 in 1986 in the shirt, nightwear, and hosiery segments of the furnishings industry. Employment in knit underwear mills has continued to decline according to the data.

It should be noted that employment and earnings data issued by the BLS and by the Census Bureau are not directly comparable due to differences in methodology used by each agency in compiling data.

Average Employment & Earnings In Furnishings Manufacturing Plants: 1984-1986
(Includes Producers of Both Men's & Boys' Furnishings)

Industry	1986	1985	1984	% Change 1986/85
Shirts & nightwear (SIC 2321*)				
All employees (thous.)	85.8	84.5	94.7	+ 1.5%
Production workers (thous.)	74.1	73.1	82.1	+ 1.4
Avg. weekly earnings	$193.13	$182.81	$179.58	+ 5.6
Avg. hourly earnings	$ 5.15	$ 5.05	$ 4.88	+ 2.0
Avg. weekly hours	37.5	36.2	36.8	+ 3.6
Avg. overtime hours	1.5	1.0	1.1	+50.0
Hosiery (SIC 2252*)				
All employees (thous.)	35.2	34.3	35.1	+ 2.6
Production workers (thous.)	31.4	30.7	31.5	+ 2.3
Avg. weekly earnings	$232.76	$213.23	$209.44	+ 9.2
Avg. hourly earnings	$ 6.03	$ 5.81	$ 5.60	+ 3.8
Avg. weekly hours	38.6	36.7	3.74	+ 5.2
Avg. overtime hours	2.9	1.7	1.8	+70.6

(continued)

GENERAL INDUSTRY STATISTICS

Employment & Earnings

Average Employment & Earnings In Furnishings Manufacturing Plants: 1984-1986
(Includes Producers of Both Men's & Boys' Furnishings)
(continued)

	1986	1985	1984	% Change 1986/85
Knit underwear mills (SIC 2254*)				
All employees (thous.)	23.9	24.6	27.1	- 2.8
Production workers (thous.)	19.8	20.7	23.3	- 4.3
Avg. weekly earnings	$231.67	$209.19	$206.46	+10.7
Avg. hourly earnings	5.88	5.70	5.55	+ 3.2
Avg. weekly hours	39.4	36.7	37.2	+ 7.4
Avg. overtime hours	2.5	1.4	1.4	+78.6

* SIC codes, see page 5

Source: U.S. Bureau of Labor Statistics, Employment & Earnings

Industry Concentration

Men's furnishings manufacturing is dominated by small companies, which for the most part, operate only one plant. However, the larger, multi-unit operations account for the majority of industry shipments. In only the neckwear and headwear segments did single unit operations represent the majority of industry shipments according to data on concentration compiled by the U.S. Census Bureau in the 1982 census of manufactures.

The top 20 companies, based on shipments and miscellaneous receipts, accounted for over half of the total business done in almost all segments of the furnishings industry classification.

Many of the larger companies in the industry are continuing to aggressively seek to increase their market shares. In the underwear segment, Hanes and Fruit of the Loom when combined control over 50% of the market are currently waging large scale comparitive advertising campaigns which stress quality and comfort. In the dress shirt arena, industry leader Phillips Van-Huesen is seeking to expand their business through the increased use of licensing, targeting upscale discounters as the primary customer for this expansion.

GENERAL INDUSTRY STATISTICS

Industry Concentration

Single & Multiunit Companies' Share of Industry Shipments, 1982

Industry Segments*	Companies	Plants No.	Plants %	Employees Thous.	Employees %	Value of Industry Shipments Thous. $	Value of Industry Shipments %
Men's & boys' shirts & nightwear	535	741	100.0%	88.7	100.0%	$3,477.7	100.0%
Multiunit companies	149	335	47.9	68.8	77.6	2,897.8	83.3
Single unit companies	386	386	52.1	19.9	22.4	579.9	16.7
Men's & boys' underwear	61	77	100.0%	11.0	100.0%	429.4	100.0%
Multiunit companies	17	33	42.9	9.4	85.5	382.1	89.0
Single unit companies	44	44	57.1	1.6	14.5	47.3	11.0
Knit underwear mills	72	84	100.0%	22.3	100.0%	829.9	100.0%
Multiunit companies	28	40	47.6	19.7	88.3	720.9	86.9
Single unit companies	44	44	52.4	2.6	11.7	109.0	13.1
Neckwear	165	170	100.0%	6.7	100.0%	335.0	100.0%
Multiunit companies	17	22	12.9	2.2	32.8	139.8	41.7
Single unit companies	148	148	87.1	4.5	67.2	195.3	58.3
Hats & caps, except millinery	285	314	100.0%	13.2	100.0%	432.4	100.0%
Multiunit companies	27	56	17.8	6.2	47.0	203.1	47.0
Single unit companies	258	258	82.2	7.0	53.0	229.4	53.0
Hosiery	376	420	100.0%	32.6	100.0%	1,443.4	100.0%
Multiunit companies	44	88	21.0	16.4	50.3	802.4	56.0
Single unit companies	332	332	79.0	16.2	49.7	640.9	44.0

* For a definition of each, see page 5

Source: U.S. Bureau of the Census:
1982 Census of Manufactures
Type of Organization, Subject Series (MC82-5)

Concentration By Employment Size, 1982

	Establishments Number	Establishments %	Value Added By Manufacture* (mil. $)	Value Added By Manufacture* %	Industry Shipments* (mil. $)	Industry Shipments* %
Men's & boys' shirt & nightwear industry, U.S. total	741	100.0%	$1,785.5	100.0%	$3,477.7	100.0%
By establishment (plant) size:						
Under 20 employees	182	24.6	54.0	3.0	161.8	4.7
20 - 49 employees	139	18.8	121.4	6.8	271.2	7.8
50 - 99 employees	119	16.1	196.9	11.0	409.1	11.8
100 or more employees	301	40.6	1,413.2	79.1	2,635.6	75.8

(continued)

GENERAL INDUSTRY STATISTICS

Industry Concentration

Concentration By Employment Size, 1982
(continued)

	Establishments		Value Added By Manufacture*		Industry Shipments*	
	Number	%	(mil. $)	%	(mil. $)	%
Men's & boys' underwear industry						
U.S. total	77	100.0	210.2	100.0	429.4	100.0
By establishment (plant) size:						
Under 20 employees	26	33.8	3.5	1.7	7.4	1.7
20 - 49 employees	10	13.0	2.6	1.2	5.3	1.2
50 - 99 employees	12	15.6	10.8	5.1	21.9	5.1
100 or more employees	29	37.7	193.3	92.0	394.8	91.0
Knit underwear mills industry						
U.S. total	84	100.0	446.2	100.0	829.9	100.0
By establishment (plant) size:						
Under 20 employees	23	27.4	3.3	0.7	9.9	1.2
20 - 49 employees	12	14.3	10.1	2.3	19.1	2.3
50 - 99 employees	14	16.7	21.3	4.8	38.4	4.6
100 or more employees	35	41.7	411.5	92.2	762.5	91.9
Neckwear industry, U.S. total	170	100.0	184.5	100.0	335.0	100.0
By establishment (plant) size:						
Under 20 employees	79	46.4	14.0	7.6	27.4	8.2
20 - 49 employees	47	27.6	36.7	19.9	70.1	20.9
50 - 99 employees	26	15.3	45.7	24.8	84.5	25.2
100 or more employees	18	10.6	88.1	47.8	153.0	45.7
Hats & caps industry, U.S. total	314	100.0	244.7	100.0	432.4	100.0
By establishment (plant) size:						
Under 20 employees	178	56.7	24.7	10.1	45.7	10.6
20 - 49 employees	68	21.7	37.6	15.4	66.8	15.4
50 - 99 employees	30	9.6	36.4	14.9	65.8	15.2
100 or more employees	38	12.1	146.0	59.7	254.1	58.8
Hosiery, n.e.c. industry,						
U.S. total	420	100.0	617.3	100.0	1,443.4	100.0
By establishment (plant) size:						
Under 20 employees	157	37.4	18.1	2.9	46.6	3.2
20 - 49 employees	110	26.2	55.7	9.0	161.4	11.2
50 - 99 employees	53	12.6	60.6	9.8	153.2	10.6
100 or more employees	100	23.8	482.9	78.2	1,082.2	75.0

n.e.c. not elswhere classified
* For an explanation of terms, see page 5

Source: U.S. Bureau of the Census:
1982 Census of Manufactures

GENERAL INDUSTRY STATISTICS

Plant Capacity Utilization

For the fourth quarter of 1985, men's & boys' neckwear mills in the U.S. operated at 94% of the preferred rate compared with 79% for knit underwear mills and 87% for hosiery operations. (The preferred rate is defined as a level, normally between actual operations and practical capacity, which the manufacturer would prefer not to exceed due to cost or other considerations). The following figures represent the ratio of actual utilization to the preferred level of operations.

Capacity Utilization Rates: Fourth Quarter 1982 - 1985

Industry*	1985	1984	1983	1982
Shirts & nightwear (men's & boys')	nr	nr	89	82
Neckwear (men's & boys')	94	94	nr	nr
Hats & caps, except millinery	nr	66	75	nr
Hosiery	87	83	90	84
Knit underwear mills	79	100	94	80

nr not reported
* SIC codes, see page 5

Source: U.S. Bureau of the Census
Current Industrial Reports
Survey of Plant Capacity Utilization, 1985 MC-CI(85)1

Industry Location

The following table based on the 1982 census of manufacturers, covers leading states in the value added by manufacture of plants classified in the industries related to men's and boys' furnishing products.

Knitting operations (particularly hosiery) are concentrated in North Carolina. That state is also important in the production of men's and boys' shirts and nightwear. New York is the center for neckwear production, as well as hats and caps.

Industry Statistics For Leading States, 1982

Industry*	All Plants		Employees		Value added By Manufacture	
	Total	With 20+ Employees	No. (thous.)	% of total	Mil. $	% of total
Men's & boys' shirts & nightwear, U.S. total	741	560	88.7	100.0%	$1,785.5	100.0%
Leading states:						
North Carolina	87	80	12.9	14.5	227.0	12.7
Georgia	43	40	9.1	10.3	222.1	12.4
New York	108	49	4.3	4.8	199.6	11.2
Alabama	47	46	11.9	13.4	164.0	9.2
Pennsylvania	54	47	7.1	8.0	160.6	9.0

(continued)

GENERAL INDUSTRY STATISTICS

Industry Location

Industry Statistics For Leading States, 1982
(continued)

	All Plants		Employees		Value added By Manufacture	
	Total	With 20+ Employees	No. (thous.)	% of total	Mil. $	% of total
Men's & boys' underwear,						
U.S. total	77	51	11.0	100.0%	$210.2	100.0%
Leading states:						
Georgia	11	10	1.7	15.5	24.2	11.5
South Carolina	5	5	1.2	10.9	13.0	6.2
Knit underwear mills,						
U.S. total	84	61	22.3	100.0	446.2	100.0
Leading states:						
North Carolina	14	12	6.4	29.7	99.8	22.4
Pennsylvania	40	19	1.9	8.5	60.4	13.5
New York	15	8	1.0	4.5	34.1	7.6
Georgia	5	4	1.0	4.5	29.7	6.7
Men's & boys' neckwear,						
U.S. total	170	91	6.7	100.0	184.5	100.0
Leading states:						
New York	77	38	2.4	35.8	63.5	34.4
California	17	8	0.7	10.4	26.0	14.1
North Carolina	11	8	0.8	11.9	18.6	10.1
New Jersey	12	7	0.3	4.5	9.2	5.0
Connecticut	5	4	0.2	3.0	4.0	2.2
Hats & caps, except millinery,						
U.S. total	314	136	13.2	100.0	244.7	100.0
Leading states:						
New York	87	29	2.0	15.2	36.6	15.0
Kentucky	7	6	0.5	3.8	17.1	7.0
Pennsylvania	23	7	0.8	6.1	14.8	6.0
California	23	7	0.6	4.5	12.2	5.0
Florida	15	5	0.3	2.3	5.9	2.4
Hosiery, n.e.c., U.S. total	420	263	32.6	100.0	617.3	100.0
Leading states:						
North Carolina	274	171	20.2	62.0	366.5	59.4
Tennessee	32	25	4.0	12.3	79.4	12.9
Alabama	41	24	2.0	6.1	33.8	5.5
Georgia	19	12	1.8	5.5	33.8	5.5
Pennsylvania	8	6	1.5	4.6	33.5	5.4

n.e.c. not elsewhere classified
*SIC codes, see page 5

Source: U.S. Bureau of the Census:
1982 Census of Manufactures

PRODUCTION

The U.S. Census Bureau compiles monthly and annual reports on production of men's furnishings by U.S. producers. This includes those cut or knit within the 50 states of the U.S. from material owned by the reporting company or by others on its account. In addition, furnishings items, such as underwear, which are cut in the U.S., then sent outside the country to be sewn, and shipped back to the U.S. under the 807 import category are also included.

The figures are compiled through a mail survey among all known manufacturers and jobbers of men's furnishings, except the very small (generally less than five employees).

Preliminary figures for 1986 covering production of men's dress and business shirts indicate production declined 4.2% falling to 7,446,000 dozen. In 1985 dress shirt production increased 1.3% to 7,776,000 dozen.

Only two categories recorded increased production in 1985 -- dress shirts (+1.3%) and boxer shorts (+0.8%).

The largest decline in production was recorded in men's & boys' thermal underwear.

Summary of Production of Reported Furnishings, 1982, 1984, 1985
(Men's only, except where noted)

	Thous. Dozen			% Change
	1985	1984(r)	1982	1985/1984
Dress & business shirts, incl. uniform	7,776	7,680	7,484	+ 1.3%
Pajamas & other nightwear, excl. robes	1,049	1,124	1,333	- 6.7
Robes (men's & boys')	948	967	747	- 2.0
Lightweight undershirts with 1/4 sleeve, excl. T-shirts made for outerwear	16,923	17,485	14,125	- 3.2
Sleeveless type athletic undershirts (men's & boys')	3,020	3,473	2,779	- 13.0
Thermal underwear tops (men's & boys')	2,462	2,358	1,841	- 4.4
Thermal underwear bottoms (men's & boys')	1,822	2,201	1,777	- 17.2
Thermal one-piece underwear (men's & boys')	85	102	93	- 16.7
Boxer shorts	4,096	4,065	4,393	+ 0.8
Supporter-type, knit briefs	25,366	26,893	24,170	- 5.7
Hosiery, size ten & up	67,384	68,372	62,002	- 1.4

(r) revised

Source: U.S. Bureau of the Census:
Current Industrial Reports,
Men's & Boys' Outerwear, MA-23-E(85)-1,
Underwear & Nightwear, MA23G(85)-1.

Production of Reported Types of Furnishings By Type of Fabric & Construction, 1982, 1984, 1985
(Men's only, except where noted)

	Thous. Doz.			% Change
	1985	1984(r)	1982	1985/1984
Dress & business shirts, incl. uniform, total	7,776	7,680	7,484	+ 1.3%
By fabric:				
All cotton & chiefly cotton	2,883	2,626	1,350	+ 9.8
All manmade & chiefly manmade	4,795	7,555	5,809	- 36.5
All other fabric	6	2	8	+200.0
Fabric, n.s.k.	92	297	317	- 69.0
Uniform shirts	724	881	1,065	- 17.8
Pajamas & other nightwear, excl. robes, total	1,049	1,124	1,333	- 6.7
By construction:				
Woven fabric	847	936	917	- 9.5
Knit fabric	183	166	196	+ 10.2
Construction, n.s.k.	19	22	220	- 13.6
By fabric:				
All cotton & chiefly cotton	665	753	833	- 11.7
All manmade & chiefly manmade	363	345	na	+ 5.2
All other fabric / Fabric, n.s.k.	21	26	na	- 19.2
Robes (men's & boys'), total	948	967	747	- 2.0
By construction:				
Woven fabric	282	326	257	- 13.5
Knit fabric	579	562	415	+ 3.0
Construction, n.s.k.	87	79	75	+ 10.1
By fabric:				
All cotton & chiefly cotton	205	223	154	- 8.1
All manmade & chiefly manmade	656	664	na	- 1.2
All other fabric / Fabric, n.s.k.	87	80	na	+ 8.8
Knit underwear				
Lightwear undershirts with 1/4 sleeve, excl. T-shirts made for outerwear, total	16,923	17,485	14,125	- 3.2
By fabric:				
Cotton/polyester blended fabric	2,560	2,933	4,614	- 12.7
All cotton & all other cotton blends	13,918	14,102	9,274	- 1.3
All other fabric / Fabric, n.s.k.	445	450	240	- 1.1

(continued)

Production of Reported Types of Furnishings
By Type of Fabric & Construction, 1982, 1984, 1985
(Men's only, except where noted)
(continued)

	Thous. Doz.			% Change
	1985	1984(r)	1982	1985/1984
Sleeveless athletic type undershirts (men's & boys'), total	3,020	3,473	2,779	- 13.0
By fabric:				
Cotton/polyester blended fabric	613	1,012	713	- 39.4
All cotton & all other cotton blends	2,304	2,366	2,052	- 2.6
All other fabric / Fabric, n.s.k.	103	95	14	+ 8.4
Thermal underwear, incl. winter weight (men's & boys'), total	4,369	4,661	3,771	- 6.3
Tops, total	2,462	2,358	1,841	+ 4.4
By fabric:				
Cotton/polyester blend	1,345	1,686	1,193	- 20.2
All cotton & other cotton blends	747	329	561	+127.1
All other fabric / Fabric, n.s.k.	370	343	87	+ 7.9
Bottoms, total	1,822	2,201	1,777	- 17.2
By fabric:				
Cotton/polyester blend	1,075	1,768	958	- 39.2
All cotton & other cotton blends	677	332	684	+103.9
All other fabric Fabric, n.s.k.	70	101	135	- 30.7
One-piece (union-suits), total	85	102	93	- 16.7
By fabric:				
Cotton/polyester blend	23	38	46	- 39.5
All cotton & all other cotton blends / All other fabric	62	64	47	- 3.1
Knit shorts & briefs, total	25,336	26,893	24,170	- 5.8
Cotton/polyester blend	5,215	6,789	8,053	- 23.2
All-cotton & all other cotton blends	19,287	19,393	15,328	- 0.5
All other fabric	864	711	789	+ 21.5
Boxer shorts, men's, woven	4,096	4,065	4,394	+ 0.8
Cotton/polyester blend	3,573	3,517	4,156	+ 1.6
All-cotton & all other cotton blends / All other fabric	523	533	238	- 1.9

(r) revised
n.s.k. not specified by kind

Source: U.S. Bureau of the Census:
Current Industrial Reports,
MA-23E & MA23G(85)-1

PRODUCTION

Production of Reported Types of Men's Hosiery by Type: 1982, 1984, 1985
(in thousand pairs)

	Thous. Dozen			% Change
	1985	1984	1982	1985/1984
Hosiery, size 10 & up, total	67,384	68,372	62,002	- 1.4%
Footsocks	959	733	352	+ 30.8
Anklets	25,083	26,047	26,723	- 3.7
Mid-calf/crew	17,583	17,657	17,274	- 0.4
Knee-highs	23,759	23,953	17,653	- 0.8

Source: National Association of Hosiery Manufacturers: 1985 Hosiery Statistics

Materials Consumed in Production

Manufacturers of furnishings reported using broad woven fabrics valued at $505.7 million in 1982 compared with $480.5 million reported in 1972. For purchased knitted fabrics, manufacturers reported consuming $582.9 million worth in 1982 compared with $487.5 million in 1977.

Value of Materials Consumed in the Production of Specified Men's Furnishings, 1977, 1982
(Delivered cost; millions of current $)

	1982	1977	% Change 1982/1977
Shirts & nightwear (SIC 2321*), total	$1,182.8	$1,107.9	+ 6.8%
Broad woven fabrics	413.6	400.7	+ 3.2
Purchased knitted fabrics	452.6	365.8	+ 23.7
All other materials, containers & supplies	316.6	341.4	- 7.3
Underwear (cut-&-sewn) (SIC 2322*), total	177.5	182.3	- 2.6
Broad woven fabrics	30.3	30.3	--
Purchased knitted fabrics	118.7	112.4	+ 5.6
All other materials, containers & supplies	28.5	39.6	- 28.0
Knit underwear mills (SIC 2254*), total	329.9	325.8	+ 1.3
Purchased knitted fabrics	5.3	7.5	- 29.3
Carded cotton yarns	83.8	94.5	- 11.3
Combed cotton yarns	35.9	40.7	- 11.8
Manmade fiber yarns, filament & spun	57.4	34.4	+ 66.9
All other yarns	28.8	25.7	+ 12.1
All other materials, containers & supplies	118.7	123.0	- 3.5
Neckwear (SIC 2323*), total	127.7	93.4	+ 36.7
Broad woven fabrics	61.8	49.5	+ 24.8
Purchased knitted fabrics	6.3	1.8	+250.0
All other materials, containers & supplies	59.6	42.1	+ 41.6

(continued)

PRODUCTION

Materials Consumed in Production

Value of Materials Consumed in the Production of Specified Men's Furnishings, 1977, 1982
(Delivered cost; millions of current $)
(continued)

	1982	1977	% Change 1982/1977
Hosiery (SIC 2252*), total	$ 734.5	$ 478.1	+ 53.6%
Hosiery in the griege	204.9	134.8	+ 52.0
Cotton yarns	78.4	53.1	+ 47.6
Nylon spun yarns	26.6	28.7	- 7.3
Acrylic yarns	146.2	71.7	+103.9
Nylon filament yarns	68.4	42.6	+ 60.6
Spandex filament yarns	10.7	4.8	+122.9
All other yarns	56.3	29.7	+ 89.6
All other materials, containers & supplies	143.0	112.7	+ 26.9

*SIC codes, see page 5

Source: U.S. Bureau of the Census,
Census of Manufactures, 1982:
Industry Series

Cotton has become a much more important factor in both the dress shirt and underwear segments of the industry. Use of cotton in the underwear area has increased on a poundage basis, from 61.8% of fiber consumption in 1983 to 68.8% in 1986.

The increased demand for cotton shirts has caused some companies such as Warnaco to increase U.S. sourcing to supplement foreign sourcing which is subject to import quotas.

Fiber Usage in Men's Underwear & Nightwear Production: 1982 - 1985
(million pounds)

	1985	1984	1983	1982	% Change 1985/84
Total fiber	271.2	264.2	245.7	226.0	+ 2.6%
Manmade fiber, total	83.8	90.5	96.8	79.6	- 7.4
Noncellulosic yarn*	8.2	9.9	14.5	16.3	-17.2
Noncellulosic staple*	75.6	80.6	82.3	63.3	- 6.2
Cotton	186.6	172.6	147.9	145.4	+ 8.1
Wool	0.8	1.0	1.0	1.0	-20.0

*Noncellulosis fibers and staples include nylon, polyester, acrylic, olefin, saran, spandex and textile glass fibers

Source: Textile Economics Bureau
Textile Organon (September 1986)

PRODUCTION

Seasonality in Production

Percent of Men's Dress & Business Shirt Cuttings by Month, 1985, 1986

Year	Total	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1986	100.0%	8.8%	7.9%	8.5%	9.0%	8.2%	8.2%	6.8%	9.1%	9.2%	9.6%	7.7%	7.0%
1985	100.0	10.0	8.4	8.3	8.4	8.7	7.5	5.2	9.4	8.5	10.0	8.7	6.9

Source: Based on U.S. Bureau of the Census: Current Industrial Reports, Men's & Boys' Outerwear, MA-23E(85)-1

PRODUCT SHIPMENTS

In contrast with "industry shipments" previously covered and defined on page 4, the value of specific products shipped by all manufacturers (product shipments), regardless of industry classification, is reported by the Census Bureau.

In addition, the International Trade Administration compiles trend information on some products covering the value of shipments on a constant dollar basis, eliminating the effects of inflation. Compared with a 4.1% decline in "real" value of shipments of men's shirts and nightwear in 1985 compared with 1984, the ITC anticipated a real gain of 2.0% in product shipments in 1986 compared with 1985.

Trends in The Constant Dollar Value of Shipments
Men's Shirts & Nightwear
(Based on the 1982 $)

	Perfect Change Compound Annual		Annual	
	1972-1984	1979-1984	1984-1985	1985-1986
Men's shirts, nightwear	- 1.0%	- 0.2%	- 7.0%	+ 0.2%

Source: International Trade Administration: 1987 U.S. Industrial Outlook

The latest information available on manufacturers shipments of specified men's furnishings (current dollar value) is covered in the 1985 Annual Survey of Manufactures, compiled by the Census Bureau. The ASM is based on reports from a sample of manufacturers and the data is adjusted for comparability with the complete census, compiled for 1982. However, for most products in the furnishings classification data on men's is combined with boys'.

The total for all reported men's and boys' furnishings shipped in 1985 was $7.3 billion, representing a gain of 15.2% compared with 1982 and 2.3% over the value in 1984.

PRODUCT SHIPMENTS

Value of Shipments by All U.S. Producers of
Specified Categories of Men's & Boys' Furnishings 1982-1985
(Millions of dollars)

	1985	1984	1983	1982	% Change 1985/82
Total, all reported categories	$7,327.2	$7,162.2	$6,745.9	$6,362.6	+ 15.2%
Shirts					
Knit outerwear sport shirts	1,236.0	1,251.9	1,239.0	1,112.9	+ 11.1
Dress & sport shirts	1,365.2	1,189.8	1,164.8	1,212.1	+ 12.6
Nightwear:					
Nightwear	164.9	139.2	127.5	151.3	+ 9.0
Contract work on nightwear & shirts	606.1	614.2	489.7	474.5	+ 27.7
Nightwear & shirts, n.s.k.	232.7	199.7	169.3	167.1	+ 39.3
Underwear from purchased materials	442.1	464.1	462.5	425.5	+ 3.9
Neckwear, including youths	306.5	323.9	330.9	310.4	- 1.3
Hats & caps, except millinary	469.9	483.9	433.3	416.9	+ 12.7
Hats & hat bodies, exc. cloth & millinery	104.8	92.4	75.9	83.2	+ 26.0
Cloth hats & caps	330.4	327.6	302.4	272.0	+ 21.4
Hats & caps, exc. millinery, n.s.k.	34.7	63.9	55.0	61.6	- 43.7
Hosiery	1,518.2	1,575.7	1,516.6	1,324.5	+ 14.6
Finished seamless hosiery	723.3	760.6	713.2	655.0	+ 10.4
Seamless grey hosiery, full & knee length	183.5	177.6	187.3	155.6	+ 17.9
Hosiery, n.e.c., n.s.k.	65.8	72.6	74.2	61.9	+ 6.3
Knit underwear & nightwear	985.6	919.8	812.2	767.4	+ 28.4
Knit underwear & nightwear	762.5	658.8	556.6	574.8	+ 32.7
Knit underwear & nightwear, n.s.k.	24.9	41.1	na	5.5	+352.7

n.s.k. not specified by kind
n.e.c. not elsewhere classified
na not available

Source: U.S. Bureau of the Census,
1985 Annual Survey of Manufactures
Value of Product Shipments M85(AS)-2

More detailed information, which in many categories eliminates boys furnishings, is contained in the Current Industrial Reports. These figures are developed through a mail survey to all known U.S. manufacturers and jobbers except very small operations (less than five employees) and include garments assembled abroad under the terms of item 807 of the Tariff Schedule.

PRODUCT SHIPMENTS

Value of Shipments of Specified Furnishings: 1984, 1985
(Men's only, except where noted)
(Millions of dollars)

	1985	1984	% Change 1985/84
Reported total	$2,108.5	$2,107.4	+ 0.1%
Shirts: dress, business, uniform	881.0	860.4	+ 2.4
Nightwear/robes, total	196.3	201.6	- 2.6
Pajamas & other nightwear	81.4	83.6	- 2.6
Robes (including men's and boys')	114.9	118.0	- 2.6
Underwear (reported total)	1,031.2	1,045.4	- 1.4
Boxer shorts, woven	76.0	75.0	+ 1.3
Briefs and shorts, knit	375.4	390.9	- 4.0
Undershirts:			
Lightweight with 1/4 sleeve, not including outerwear T shirts	328.4	344.3	- 4.6
Sleeveless athletic-type (men's, boys')	47.0	46.6	+ 0.9
Thermal underwear (men's, boys')	177.7	167.5	+ 6.1
Tops (undershirts)	101.3	85.6	+18.3
Bottoms (drawers, etc.)	69.4	73.0	- 4.9
One piece (union suits)	7.0	8.9	-21.3

Source: U.S. Bureau of the Census:
Current Industrial Reports
(MA23E, MA23G 85-1)

Concentration of Product Shipments

While there has been some consolidation, particularly in the shirt and headwear segments, the share of market accounted for by the largest furnishings manufacturers declined somewhat for many products between 1977 and 1982. The latest figures on the share of specific product shipments accounted for by the largest companies are reported below.

Concentration among the largest firms is highest among headwear and underwear areas where the four largest firms accounted for 76% and 61% of shipments respectively, in 1982. The lowest levels of concentration were recorded in the neckwear and hosiery groups where the four largest manufacturers represented 23% of shipments in both groups.

PRODUCT SHIPMENTS

Concentration of Product Shipments

Share of Specified Men's Furnishings Product Shipments
By The Largest U.S. Manufacturers, 1982

	Product Shipments (Mil. $)	% of value accounted for by the largest companies			
		Top 4	Top 8	Top 20	Top 50
Men's & boys' dress & sport shirts, exc. knit					
1982	1,212.1	29	42	64	87
1977	1,344.6	26	40	61	79
Men's & boys' nightwear, exc. robes					
1982	151.3	59	80	98	100
1977	152.8	46	64	94	100
Men's & boys' knit or woven underwear					
1982	439.3	61	77	94	99+
1977	350.0	66	82	95	100
Men's youths & boys' neckwear					
1982	310.4	23	36	56	83
1977	211.2	28	40	60	85
Hats & hat bodies, exc. cloth & millinery					
1982	83.2	76	90	100	--
1977	66.4	61	78	95	100
Cloth hats and caps					
1982	272.0	29	44	65	89
1977	176.6	31	46	70	92
Men's finished seamless hosiery					
1982	655.0	23	35	57	82
1977	464.6	24	36	59	82

Source: U.S. Bureau of the Census,
Census of Manufactures, 1982
Concentration Ratios in Manufacturing

Leading States

The U.S. Bureau of the Census currently has available statistics on shipments by state for five segments of the furnishings industry, as summarized below.

New York accounted for the largest share of shipments of shirts and nightwear in 1982, while North Carolina was the leader in underwear and hosiery.

PRODUCT SHIPMENTS

Leading States

Value of Product Shipments of Specified Furnishings Products By Leading States, 1977, 1982
(Millions of dollars)

	1982	1977	% change 1982/77
Men's & boys'			
Dress & sport shirts, U.S. total	$1,212.1	$1,344.6	- 9.9%
Leading states:			
New York	225.0	228.9	- 1.7
Georgia	183.4	137.7	+ 33.2
Pennsylvania	136.9	81.6	+ 67.8
North Carolina	109.3	67.0	+ 63.1
Alabama	105.7	117.0	- 9.7
Nightwear, except robes, U.S. total	151.3	152.8	- 1.0
Leading States:			
New York	48.8	65.2	- 25.2
Alabama	19.6	na	--
Commission work on shirts & nightwear, U.S. total	474.5	372.6	+ 27.3
Leading states:			
Georgia	80.2	41.9	+ 91.4
Pennsylvania	52.8	39.6	+ 33.3
Tennessee	52.8	47.0	+ 12.3
North Carolina	51.6	47.2	+ 9.3
South Carolina	43.2	23.7	+ 82.3
Knit underwear & nightwear, from yarns or fabrics knit in same establishment, U.S. total	574.8	431.0	+ 33.6
Leading states:			
North Carolina	110.1	72.9	+ 51.0
Pennsylvania	90.4	95.8	- 5.6
New York	43.9	14.8	+196.6
Men's finished seamless hosiery (sizes 10 or larger) U.S. total	655.0	464.6	+ 41.0
Leading states:			
North Carolina	259.8	169.9	+ 52.9
Tennessee	78.7	40.6	+ 93.8
Alabama	33.4	18.2	+ 83.5
Georgia	29.6	17.4	+ 70.1
Wisconsin	7.1	6.3	+ 12.7

na not available

Source: U.S. Bureau of the Census
1982 Census of Manufactures,
Industry Series

PRODUCER PRICE TRENDS

Primarily as the result of higher prices of silk, producer prices of men's and boys' neckwear increased 2.1% between January 1986 and 1987. The only other measured furnishings category to record an increase during the period was robes and dressing gowns, whose factory prices rose 0.9%.

The largest decline in factory prices between January 1986 and 1987 was in knit undershirts (-1.6%) followed by shorts and briefs (-1.4%). Producer prices for men's hosiery remained rather stable in the period recording only slight declines.

Producer Price Indexes for Specified Furnishings
(Men's & boys'; 12/77 = 100, unless specified)

	Jan. Average		% Change	Annual Average		% Change
	1987	1986	1987/86	1986	1985	1986/85
Knit undershirts (1967=100)	272.1	276.7	- 1.6%	274.4	268.2	+ 2.3%
Knit shorts & briefs	142.8	144.8	- 1.4	143.1	143.5	- 0.3
Neckwear	137.9	135.1	+ 2.1	136.4	134.8	+ 1.2
Robes & dressing gowns (6/85=100)	100.5	99.6	+ 0.9	100.1	na	--
Finished seamless hosiery (men's)	157.6	157.7	- 0.1	157.5	157.3	+ 0.1
Unfinished hosiery (men's; 6/84=100)	99.2	99.5	- 0.3	99.7	100.9	- 1.2

na not available

Source: U.S. Bureau of Labor Statistics

FOREIGN TRADE

Imported apparel, particularly from such developing countries as China, Taiwan, South Korea and Hong Kong, now accounts for a major share of the U.S. market, and men's furnishings are definitely not an exception. The quantity is expected to continue to grow this year, although efforts are being made to stem the tide.

The declining dollar has not had an effect in reducing apparel imports to any extent, or in stimulating apparel exports. The currencies of major apparel-supplier countries have been affected very little, if at all, by the devaluation of the U.S. dollar which has had its greatest impact on European countries and Japan. Major suppliers have, where necessary, been able to shave prices in order to stay competitive. The four top suppliers, which account for more than half of U.S. apparel imports, have the benefit of much lower wage rates, which gives leeway in pricing their products.

U.S. trade with these suppliers and most others is governed by the principles of the Multi-Fiber Arrangement (MFA), renewed last year, which provides an international agreement regarding the orderly expansion of textile and apparel trade. Under the MFA, the U.S. has negotiated bilateral agreements with most major suppliers of textile and apparel products to the U.S., and many apparel imports are covered by specific quotas. One major supplier, China, had almost filled its quota on certain cotton goods by the end of the first quarter of 1987; leaving buyers scrambling to place orders elsewhere or turn to domestic sources.

Once again, a Textile and Apparel Trade Act, which would specifically legislate restrictions on apparel imports rather than relying on negotiated quotas under the MFA, is to be considered in Congressional hearings in the summer of 1987, renewing efforts stalled by a Presidential veto of the Textile and Apparel Trade Act in 1986.

One of the strategies adopted by U.S. apparel manufacturers to meet foreign competition has been to become importers themselves, sourcing their products abroad either directly from foreign producers or establishing their own plants in countries offering low-cost advantages. Manufacturers have also taken advantage of another option offered through Item 807 of the U.S. Tariff Code. This provides favorable tariff treatment for apparel assembled in the Caribbean Basin and Mexico from fabrics produced and cut in the U.S. Imports are generally covered by quotas, but duty is levied only on the value added abroad. (An extension of this plan, 807A, which would eliminate quota restrictions has been suggested, but thus far not adopted).

Large retailers are also part of the import picture, sourcing directly abroad from foreign suppliers. This is particularly the case for private brands which retailers have found gives them greater profitability as well as distinctive merchandise in a highly competitive apparel market.

To meet the needs of retailers, particularly in fashion merchandise requiring quick delivery, U.S. manufacturers are strengthening their position against imports by installing new equipment, and through consolidations which have integrated manufacturing processes, increasing productivity and speeding deliveries. They have joined together in an industry-wide "Quick Response" effort to reach retailers, and a "Crafted With Pride in the U.S.A." promotion to persuade consumers to buy domestic manufactures.

The Census Bureau reports that imports of reported categories of men's and boys' furnishings reached $1.3 billion in 1986 with shirts making up the bulk ($1.2 billion) of these.

Imports

Quantity & Value of Imports of Specified Men's & Boys' Furnishings, 1986

	Quantity (Thous. Doz.) 1986	Value C.I.F.# (Thous. $) 1986
Total, reported classifications	na	$1,293,531.1
Shirts	28,963.6	1,201,468.1
Knit	16,482.0	749,545.1
Cotton	7,880.1	418,422.1
Wool	5.3	994.2
Manmade	8,596.6	330,128.8
Not knit	1,494.7	70,670.1
Cotton	309.7	21,250.4
Wool	1.1	58.6
Manmade	1,183.9	49,361.1
Not specified	27,468.9	381,252.9
Cotton	22,253.3	171,506.3
Manmade	5,215.6	209,746.6

(continued)

Imports

Quantity & Value of Imports of Specified Men's & Boys' Furnishings, 1986
(continued)

	Quantity (Thous. Doz.) 1986	Value C.I.F.# (Thous. $) 1986
Pajamas & nightwear	35.8	$ 8,290.7
Not knit	20.0	825.9
Cotton	4.7	303.1
Manmade	5.9	235.9
All other materials	9.4	286.9
Knit		
Cotton	15.8	7,464.8
Dressing gowns & robes	28.1	1,637.3
Not knit	20.0	1,006.9
Cotton	2.4	319.5
Wool	*	6.6
Manmade	11.2	365.7
All other materials	6.4	315.1
Knit		
Cotton	8.1	630.4
Underwear	469.2	4,514.8
Knit	334.5	3,372.0
Cotton	35.6	276.6
Manmade	156.2	903.6
Wool	4.9	536.6
Other materials	137.8	1,655.2
Not knit	134.7	1,142.8
Cotton	23.8	313.5
Manmade	80.9	492.6
All other materials	30.0	336.7
T shirts and tank tops	3,154.5	46,603.4
Knit	3,003.6	42,322.7
Cotton	2,496.7	29,575.3
Manmade	506.9	12,747.4
Not knit	150.9	4,280.7
Cotton	63.9	1,914.6
Manmade	87.0	2,366.1
Neckties	97.3	2,053.2
Cotton	20.1	288.4
Manmade fibers	13.6	171.8
Silk & silk blends	10.9	413.8
All other fibers	52.7	1,179.2

na not applicable *Less than 0.05

The C.I.F. value represents the value of imports at the first port of entry in the U.S. It is based on the purchase price and includes all freight, insurance and other charges (excluding U.S. import duties) incurred in bringing the merchandise from the country of exportation and generally placing it alongside the carrier at the first port of entry in the U.S.

Source: U.S. Bureau of the Census, U.S. General Imports, IM 146 Dec. 1986

TOTAL DOMESTIC SUPPLY

Shipments, Exports, Imports & Apparent Consumption
Reported Types of Furnishings (Men's & Boys'): 1985
(Quantity in thousands of dozens; value in millions of dollars)

Shirts	Shirts (Dress & Sport) Quantity	Shirts (Dress & Sport) Value	Underwear: Knit Quantity	Underwear: Knit Value
Manufacturers shipments*	59,183	$3,306.8	63,417	$1,106.8
Exports of domestic mdse.**	2,374	62.6	235	3.4
"807" imports				
Quantity	1,987	--	31	--
Value: U.S. content	--	39.6	--	0.1
Total value, c.i.f.***	--	98.1	--	0.2
Total imports for consumption				
Quantity	42,135	--	3,635	--
Value (c.i.f.)	--	2,594.0	--	35.2
Net new domestic supply	98,944	5,838.2	66,817	1,138.6
Imports: % of supply	42.6%	44.4%	5.4%	3.1%

Shirts	Underwear: Woven Quantity	Underwear: Woven Value	Nightwear Quantity	Nightwear Value
Manufacturers shipments*	4,096	$ 76.0	2,262	$ 154.9
Exports of domestic mdse.**	182	1.8	381	9.7
"807" imports				
Quantity	194	--	374	--
Value: U.S. content	--	1.7	--	5.2
Total value, c.i.f.***	--	2.5	--	12.7
Total imports for consumption				
Quantity	365	--	1,454	--
Value (c.i.f.)	--	5.4	--	71.9
Net new domestic supply	4,279	79.6	3,335	217.1
Imports: % of supply	8.5%	6.8%	43.6%	33.1%

*Value of manufacturers' shipments is f.o.b. plant
**Value of exports is value at port
***Includes cost, insurance and freight to port of entry--duty is not included

Source: U.S. Bureau of the Census:
Current Industrial Reports (MA23G, MA23E)

THE POTENTIAL MARKET (POPULATION)

The fastest growing segment of the male population between the years 1987 and 2005 will be the 35-54 year old bracket. This growth, which reflects the aging of the baby boom generation, will push the number of males in this segment to 40.8 million, accounting for more than 30% of the total male population. The second fastest growing age group will be the 55-64 year old bracket, a group expected to grow almost 34% over the period. These two groups, taken together, have a great deal of discretionary income and will be in their prime earning years, a fact that reflects well for the men's furnishings industry.

Estimated Male Population of the U.S., 1987, and Projections*, 1994, 2005

	Number (thousands)			% change	Percent Distribution		
	1987	1994	2005	2005/1987	1987	1994	2005
Total, all ages	118,309	125,464	134,297	+13.5%	100.0%	100.0%	100.0%
Under 16 years	28,608	30,746	29,723	+ 3.9	24.2	24.5	22.1
16 years & older	89,701	94,718	104,574	+16.6	75.8	75.4	77.9
16 - 19	7,546	6,712	8,058	+ 6.8	6.4	5.3	6.0
20 - 34	31,767	29,725	27,416	-13.7	[illegible].9	23.7	20.4
35 - 54	28,239	35,187	40,769	+44.4	[illegible].9	28.0	30.4
55 - 64	10,178	9,793	14,060	+38.1	8.6	7.8	10.5
65 years & older	11,971	13,300	14,271	+19.2	10.1	10.6	10.6
Median age	30.8	33.0	36.0	+16.9	--	--	--

* Middle series of three different projections, each based on alternative assumptions for future fertility, mortality and net immigration levels. Includes Armed Forces overseas.

NOTE: Columns may not add to totals shown due to rounding

Source: U.S. Bureau of the Census,
Current Population Reports (Series P-25, No 952)

Current Trends

According to a market projection made at the end of 1986 by Kurt Salmon Associates, men's furnishings consumption in 1987 is expected to weaken. Based on data collected by NPD (National Panel Diary) Group, Kurt Salmon expects only two of the measured categories of furnishings to show an increase in unit consumption in 1987; socks (+1%) and underwear (+2%).

Year-to-Year Changes in Purchases of Specified Men's Furnishings, 1983-1987
(% change in units)

	Projected 1987/1986	Actual 1986/1985(r)	Actual 1985/1984	Actual 1984/1983
Men's wear, total*	+ 2%	+ 3%	0	- 2%
Dress shirts	- 2	- 3	- 4	+ 8
Underwear	+ 2	+ 7	+ 4	+ 3
Ties	0	- 7	+ 4	+ 2
Socks	+ 1	- 3	+ 3	0

(r) revised * Includes all apparel

Source: Kurt Salmon Associates: Softgoods Outlook for 1987
KSA/NPD Quarterly (March 1987) Based on the KSA/NPD purchase panel of 19,500 households

RETAIL SALES

Dress Shirts

While the $2.2 billion dress shirt market has been on the decline since 1984, not all segments of the market have been down. Cotton dress shirts and better priced merchandise have been two bright spots for retailers. While dress shirt sales did decline overall in 1986, this decline has been less than that registered for the preceding years. Retailers, in attempts to stem the decline have enlivened dress shirt departments by expanding color selections, as well as increasing the numbers of fancy (patterned) shirts in their mix.

The dress shirt market remains highly promotional. A recent study of the market by Kurt Salmon Associates found that nearly three quarters of all dress shirts sold in 1986 were on sale compared with about 60% of men's wear overall. Industry analysts report that better priced merchandise is less affected by off price selling than moderate goods.

Private label merchandise has also become extremely important over the last several years. While Arrow shirts (a division of West Point Pepperell) is the acknowledged leader in dress shirt sales, with about one-third of the market, private label merchandise is currently estimated to control about 30%. Advertising for Arrow shirts in major consumer magazines in 1986 amounted to $880 million.

Underwear

Colors and fashion have been the buzz words in the men's underwear market over the last several years. However, basic white staples are reported to account for about 75% of all underwear sales.

Unit sales of men's underwear grew about 7% in 1986, with total sales estimated to be $1.5 billion that year. The three leading brands of men's underwear are Hanes, Jockey and Fruit of the Loom. Combined, these three companies spend about $4 million on advertising in major consumer magazines with Jockey accounting for about $2 million of the total.

Neckwear

While unit sales in the men's neckwear market declined in 1986, dollar volume is reported to have remained even with 1985 due to higher price points blamed on the increased price of silk. Industry analysts report that neckwear prices increased between 10% and 20% in 1986. Despite these price increases, many retailers reported that sales of better priced silk neckwear is on the rise.

Retailers, attempting to avert a consumer backlash against their higher prices are making their neckwear presentations more fashion oriented and expensive looking.

Other Items

Other items such as jewelry, small leather goods, etc., are generally considered to be in the accessories field and information about them may be found in the Fact File covering Fashion Accessories (Men's and Women's). Additional information on the hosiery industry is included as a part of the Hosiery/Legwear (Men's, Women's and Children's) Fact File. Men's sport shirts are covered extensively in the Men's Sportswear, Casual Wear and Jeans Fact File.

RETAIL SALES BY MERCHANDISE LINE

Sales of specific types of merchandise by type of retail outlet are available through official (U.S. Census Bureau) reports every five years, based on the complete Census of Retail Trade -- the most recent covering operations in the year 1982. The detail on merchandise classifications, however, is not only limited, but not uniformly available for all store types. The Census does not yield information on total sales at retail of men's furnishings, which must therefore be arrived at through trade estimates and information derived from consumer purchase tracking studies.

To the extent available, the following section summarizes information on retail sales of major types of men's furnishings, as covered in the 1982 census of retail trade. This includes major outlet types; however, catalog sellers, which are growing in importance and other retail outlets not specifically mentioned are not included in the total sales figures.

Shirts

Combined information on dress and sport shirts, both knit and woven, is reported in the 1982 census, with sales in four major outlet types amounting to $4.4 billion. The total market for business shirts, alone, through all retail outlets is currently estimated at about $2.2 billion.

Reported Sales of Men's Shirts By Major Outlet Types: 1982

	Establishments*		Sales	
	Number	Percent	Thous. $	Percent
Men's shirts, dress & sport (knit & woven), reported total	40,821	100.0%	$4,445,861	100.0%
Department stores **	8,328	20.4	2,127,968	47.9
Men's wear stores	15,299	37.5	1,181,587	26.6
Family clothing stores	15,238	37.3	1,051,682	23.7
Women's ready-to-wear stores	1,956	4.8	84,624	1.9

* Each business location is counted as a separate establishment (store), including each unit in a multiunit retail operation. Only stores with payroll are included.

**Leased deparments are not included in department store figures but are counted as separate specialty stores in the applicable merchandise category. Catalog order desk sales within the store are included, as well as the total sales of retail stores operated by catalog sellers, such as Sears.

For the first time, the 1982 census of retail trade included counts on the types of department stores included in this classification, as noted below:

	Establishments		Sales: Total Store	
	Number	Percent	Thous. $	Percent
Department stores, total	9,981	100.0	$99,170,163	100.0%
Conventional	2,400	24.0	31,774,520	32.0
Discount/mass merchandisers	5,764	57.7	38,798,763	39.1
National chain	1,817	18.2	28,596,880	28.9

Source: U.S. Bureau of the Census:
1982 Census of Retail Trade,
Merchandise Line Sales (RC82-1-3)

RETAIL SALES BY PRODUCT

Hosiery/Underwear/Nightwear

Department stores, as classified in the 1982 census, accounted for 30% of the stores for which the Census Bureau reported sales of men's hosiery, pajamas and underwear in 1982. It also accounted for 73% of the reported total of $1.6 billion in sales. Current estimates place the retail sales of men's hosiery at about $1.0 billion, underwear at $1.5 billion, and pajamas at $300 million.

Reported Sales of Men's Hosiery, Pajamas & Underwear By Major Outlets: 1982
(In retail establishments with payroll)

	Establishments**		Sales By Outlet Type	
	Nubmer	Percent	Thous. $	Percent
Men's hosiery, pajamas & underwear, reported total	27,678	100.0%	$1,635,778	100.0%
Department stores*	8,242	29.8	1,200,734	73.4
Men's wear stores	9,655	34.9	184,881	11.3
Family clothing stores	8,961	32.4	228,362	14.0
Women's ready-to-wear stores	820	3.0	21,801	1.3

For footnotes, see table on men's shirt sales

Source: U.S. Bureau of the Census:
1982 Census of Retail Trade,
Merchandise Line Sales

RETAIL SALES BY STORE TYPE

Department Stores

Data on selected merchandise line sales in department stores has been made available through published reports covering the complete 1982 census of retail trade. Included in this classification, in addition to traditional department stores, are discount department stores and department store operations of national chains such as Sears, Montgomery Ward, and other mass merchandisers.

Sales of Specified Men's Furnishings in Department Stores: 1982
(Included only establishments with payroll)

	Establishments		Sales of specified merchandise line		
				% of total sales of:	
	Number	Percent	Amount (Thous. $)	Estabs. Selling the line	All Estabs.
Department stores, total	9,981	100.0%	$99,170,163	—	100.0%
Shirts (dress & sport)	8,328	83.4	2,127,968	2.4%	2.1
Hosiery, pajamas & underwear	8,242	82.6	1,200,734	1.4	1.2

Source: U.S. Bureau of the Census,
1982 Census of Retail Trade
Merchandise Line Sales

RETAIL SALES BY STORE TYPE

Department Stores

Merchandising and operating results in 1985 in department stores showed the typical men's and boys' accessories department registering a 10% gain in sales over 1984; while men's and boys' furnishings departments were up only 1.9%. In the typical store, these departments represented 1.4% and 4.0% of total store sales, respectively.

Merchandising & Operating Results of Men's & Boys' Furnishings In Department Stores With Total Sales Over $1 Million, 1985
(Median results)

	Men's & Boys' Wear, Total (85)*	Men's & Boys' Furnishings** (77)*	Men's & Boys' Accessories*** (32)*
Net sales, % change from last year	+ 3.2%	+ 1.9%	+ 10.0%
Sales, % to total store sales	14.6	4.0	1.4
$ sales per square foot of selling space (main or largest selling unit)	$173.1	$194.4	--
Cumulative markon, %	51.2	52.4	54.8
Gross margin, % of sales (incl. cash discounts)	41.1	45.7	50.7
Advertising, % of net sales	2.7	2.8	2.6
Selling salaries, % of net sales	6.3	6.4	6.1
Number of stock turns (times)	2.7	2.5	3.1

* Number of companies reporting in each category
** Includes: shirts (dress & sport); sweaters, hosiery, nightwear, underwear
***Includes: neckwear, gloves, handkerchiefs, toiletries, leather goods, other accessories

Source: National Retail Merchants Association,
Merchandising & Operating Results in 1986

Specialty Stores

Men's Wear Stores

According to the 1982 census, sales of covered furnishings in men's wear stores specialty stores with payroll amounted to $1.4 billion representing 18.7% of total store sales.

Sales of Specified Men's Furnishings in Men's Wear Stores: 1982
(Includes only establishments with payroll)

	Establishments		Sales of specified merchandise line		
				% of total sales of:	
	Number	Percent	Amount (Thous. $)	Estabs. Selling the line	All Estabs.
Men's wear stores, reported total	17,480	100.0%	$ 7,734,522	—	100.0%
Shirts (dress & sport)	15,299	87.5	1,181,587	17.2%	15.3
Hosiery, pajamas & underwear	9,655	55.2	184,881	4.0	3.4

Source: U.S. Bureau of the Census,
1982 Census of Retail Trade
Merchandise Line Sales

RETAIL SALES BY STORE TYPE

Specialty Stores

Men's Wear Stores

Selected Merchandising & Operating Results in Men's Wear Stores: 1985
(Median results)

	Men's					
	Dress Shirts	Neck-wear	Hosiery	Under-wear	Sleep-wear	Head-wear
Percent change in sales from last year (59)*	- 3.3%	+ 1.0%	+ 3.1%	+ 3.1%	+ 4.0%	+ 0.2%
Percent of total store sales (75)*	6.7	3.9	1.0	1.2	0.6	0.6
Percent of men's furnishings sales (75)*	39.2	23.6	6.1	7.8	4.1	3.9
Percent distribution of average inventory in men's furnishings dept. (36)*	42.1	20.4	5.2	7.0	4.1	3.1
Markdowns, % of men's furnishings sales (51)*	10.2	8.9	5.0	4.6	10.0	11.7
Number of stock turns (36)*	1.7	2.4	2.1	1.6	1.6	1.8

*Number of reporting firms in each category

Source: Menswear Retailers of America,
1986 Annual Business Survey

Family Clothing Stores

Sales of reported categories of men's furnishings in 1982 in family clothing stores were $1.3 billion according to data from the Census of Retail Trade. Sales of men's shirts including both dress and sport amounted to $2.1 billion in that year in this store type.

Sales of Specified Men's Furnishings in Family Clothing Stores: 1982
(Includes only establishments with payroll)

	Establishments		Sales of specified merchandise line		
				% of total sales of:	
	Number	Percent	Amount (Thous. $)	Estabs. Selling the line	All Estabs.
Family clothing stores, reported total	17,859	100.0%	$13,451,003	—	100.0%
Shirts (dress & sport)	15,238	85.3	1,051,682	8.8%	7.8
Hosiery, pajamas & underwear	8,961	50.2	228,362	3.0	1.7

Source: U.S. Bureau of the Census,
1982 Census of Retail Trade
Merchandise Line Sales

CONSUMER PRICES

Consumer Price Index for Specified Men's Furnishings: 1984-1986
(December 1977=100)

	Annual Averages			% Change	
	1986(p)	1985	1984	1986/85	1986/84
All men's wear	126.4	125.2	121.7	+ 1.0%	+ 3.9%
Furnishings & special clothing	150.9	148.9	144.1	+ 1.3	+ 4.7
Shirts, dress & sport	136.2	135.0	130.1	+ 0.9	+ 4.7

Source: U.S. Bureau of Labor Statistics

RETAIL ADVERTISING

Newspaper advertising for men's dress shirts is highest in June (Fathers day) and December (Christmas), according to data compiled by the Advertising Checking Bureau. June is the leading month accounting for 17.6% of the total while December advertising represents 15.3%.

Percent of Total Newspaper Advertising Linage Done By Month, 1985

	Total	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Dress shirts	100.0%	3.7%	5.2%	8.1%	7.2%	6.7%	17.6%	5.1%	4.7%	8.2%	8.6%	9.6%	15.3%

Source: The Advertising Checking Bureau, 1985

CONSUMER BUYING HABITS

MRCA Information Services, Stamford, Conn., an independent research company, has compiled information on patterns in purchases of men's furnishings. The results are developed through purchase diaries maintained by members of a nationwide sample of 11,500 households and published by the Newspaper Advertising Bureau.

Findings show the seasonal pattern in purchases and the distribution of purchases by price.

Average Purchase Rate in Units For Men's Furnishings
(Per 1,000 Households)

	Shirts/ Sweaters	Underwear	Socks/ Hosiery	Pajamas/ Robes
Average month	660.5	632.6	624.2	31.2
January	410.7	507.6	418.8	27.8
February	399.8	376.5	361.6	20.5
March	502.0	608.6	495.2	13.9
April	416.4	420.5	400.3	17.2
May	470.9	361.5	357.7	16.9
June	817.5	739.5	569.8	28.2
July	583.1	554.0	523.0	17.8
August	595.9	708.0	668.2	9.4
September	533.7	540.5	604.4	18.3
October	608.0	531.4	511.0	30.9
November	776.9	640.5	763.8	49.6
December	1,810.8	1,603.1	1,812.3	124.0

Source: MRCA Information Services: 1987 Newspaper Advertising Planbook (Newspaper Advertising Bureau)

CONSUMER BUYING HABITS

Percent of Men's Dress Shirt Purchases (Units) By Price, 1984

	Dress Shirts
Under $10	39.3%
$10.00 - $19.99	50.5
$20.00 - $29.99	8.8
$30.00 - $39.99	1.2
$40.00 & over	0.2

Source: MRCA Information Services, 1984
1987 Newspaper Advertising Planbook
Newspaper Advertising Bureau

Estimates on the retail market for specified segments of the men's furnishings industry have been developed by the Soft Goods Information Service, MRCA Information Services, based on purchase diaries maintained by a nationally representative sample of 11,500 households. Purchases of men's dress shirts in 1986 were projected to a national total of $2 billion down 2.6% from 1985. Purchases of men's underwear also declined in 1986, falling 2.0% to $1,549 billion, based on the panel data.

	1986 Projected Purchase				Percent Change			
	Dollars		Units		Dollars		Units	
	millions	%	millions	%	1986/85	1985/84	1986/85	1985/84
Men's apparel, total	$27,027	100.0%	2,941	100.0%	+ 2.4%	+ 1.5%	+ 4.2%	+ 0.6%
Dress shirts	2,176	8.1	170	5.8	+ 2.6	+ 8.5	- 2.7	+ 7.7
Underwear	1,549	5.7	645	21.9	- 2.0	+ 2.5	+ 0.6	- 1.8
Socks	995	3.7	683	23.2	+ 0.2	+ 4.7	+ 2.2	+ 3.6
Pajamas	277	1.0	25	0.9	- 3.9	+10.3	- 2.7	+ 3.4
Robes	138	0.5	7	0.2	- 7.3	+ 0.6	- 0.4	- 1.6

Source: Softgoods Information Services
MRCA Information Services
SGIS Reports (April 1986)

MEN'S WORK WEAR & CAREER APPAREL UNIFORMS

WORK WEAR TRENDS

Narrowly defined, work wear represented in the retail utility market includes nonuniform apparel purchased by employees for use in the work place. Two major developments have been at work in recent years to broaden this concept: first, the continuing drop in the industrial and agricultural market base which was the mainstay of the industry, offset somewhat by a second development--growing demand for work wear from non-occupational wearers. The latter market has been expanded by the development of new fabrications and styles offering comfort and durability, as well as elements of fashion welcomed by both occupational and non-occupational wearers. Younger industrial workers and farmers can no longer be counted on to buy overalls for their working day attire.

Jeans became the quintessential work wear item, available in comfort sizes, to fit the needs of workers on the job and at home, as well as for general knock about and leisure wear. It is the number one seller in the work wear classification. Worn with a flannel shirt is the preferred work wear for farmers and laborers.

A market survey by Red Kap, Blue Bell's occupational apparel arm, in 1984 indicated the total market for retail utility wear (men's and women's) amounted to $4.1 billion, with occupational apparel representing more than half of the total ($2.2 billion). The current total market is estimated at about $5.0 billion and occupational apparel's share has grown.

CAREER APPAREL/UNIFORM TRENDS

Career apparel and uniforms is one of the fastest growing segments of the apparel industry. The continued shift in the economy is opening up a vast demand for washable uniforms in health care facilities, personal care services, fast food chains and other food preparation and service operations. Manufacturers in the work wear industry are seizing this growing opportunity to fill the gap in their customer base lost in the industrial/agricultural sphere. New untapped markets are continually opening up, not only for the work wear industry, but for manufacturers of tailored wear who are supplying a growing demand for uniforms and related wear.

Uniforms are being used by corporations to give their employees, and companies an image. It also helps to build customer recognition and loyalty. Their use has gone well beyound police, fireman, postal workers to employees of banks, airlines, fitness centers, hotels, etc.

For washable uniforms and service apparel, laundry rental companies have historically been the major channel of distribution to large users. As the demand for custom looks requiring a great variety of new fabrics, styles and colors has mushroomed. However, the large producers of career apparel now have big corporate accounts which they sell directly to as well as industrial laundry programs which control the rental market. The latter made up almost the entire career apparel market in the 1970's, now it is estimated that direct sales to users have more than a 20% share of the market. As imports are reported to be less a factor in the career apparel market than in other areas, domestic mills are working closely with manufacturers to meet the developing needs of this market, and give the variety and quick changes required.

CAREER APPAREL/UNIFORM TRENDS

Newer companies in the career apparel field are attempting to establish retail accounts, selling directly to large operators of businesses which supply uniforms to employees. While direct selling is growing, rental laundry business is estimated at about $3.0 billion in annual volume.

In addition to the service wear segment, the career wear industry is meeting new challenges to supply the demand for specialized protective wear in high tech and danger zone industries. This has been an area of growth that is expected to continue.

AT THE MANUFACTURER LEVEL

WORK WEAR: GENERAL INDUSTRY STATISTICS

Work wear is a defined industry classification covered in Census Bureau reports, including the complete Census of Manufactures (compiled every five years) and the Annual Surveys of Manufactures taken to provide key measures of manufacturing activity during intercensal period. This industry does not, however, include tailored uniforms and such related tailored items as overcoats, outerwear, jackets or uniform shirts. Tailored uniforms are part of men's tailored wear coverage, and not reported as a separate industry.

Industry shipments, which includes all products made by manufacturers classified in the work wear industry, plus miscellaneous receipts from contract work, etc., were valued at $5.1 billion in 1985, the latest year for which figures are available. This was slightly below the 1984 total, but 9.1% higher than in 1982, on a current dollar basis, which is not adjusted for inflation. Employment in the industry in 1985 was below the level reported in 1984 and 1982.

On a constant dollar basis, eliminating the effects of inflation, the International Trade Administration (U.S. Department of Commerce) has estimated that work wear industry shipments in 1986 gained 2.9% compared with 1985. In terms of current dollars, the gain was estimated at 3.4% in a preliminary report.

Work Wear (SIC 2328*)

	1985	1984	1982	% Change 1985/82
Number of companies	na	na	305	--
Number of establishments, total**	na	504	554	--
Number with 20 or more employees	na	444	461	--
Employees, total (thous.)	84.7	89.6	91.0	- 6.9%
Production workers (thous.)	75.8	78.1	79.6	- 4.8
Payroll (mil. $)	$ 883.9	$ 894.3	$ 838.7	+ 5.4
Value added by manufacture# (mil. $)	2,822.4	2,823.8	2,399.2	+ 17.6
Value of industry shipments## (mil. $)	5,086.0	5,130.3	4,661.2	+ 9.1
Capital expenditures, new (mil. $)	55.3	60.3	58.1	- 4.8
Machinery and equipment (mil. $)	na	na	41.1	--

na not available

(footnotes continued)

WORK WEAR: GENERAL INDUSTRY STATISTICS

(footnotes from preceding table)

* SIC 2328 comprises establishments primarily engaged in manufacturing men's, youths' and boys' work shirts, pants, jeans, other work clothing and washable service apparel. Tailored career apparel is not included, as they are primarily produced in the tailored clothing industry. For 1982 the 554 establishments (plants) in the industry included 279 manufacturers, 45 jobbers, 97 independent contractors and 133 multiplant company contractors.

** Covers manufacturing establishments only, and each location is separately counted. Not included are separate auxiliary locations serving the plants (i.e. administrative offices, purchasing offices, sales promotion offices, etc.) Information on establishments in 1984 is from the Census Bureau's County Business Patterns.

Value added by manufacture is derived by subtracting the cost of products bought for resale without further manufacture, the cost of piece goods and other materials, contract work, etc., from the value of shipments, with adjustments for finished products inventories. It avoids the duplication in value of production which results from the use of products of some manufacturing establishments as materials by others, and is for most purposes the best value measure of individual industries.

Value of shipments includes, along with receipts for contract work, all items made by or for each establishment from materials owned by it, and also miscellaneous receipts. It includes both primary products and secondary products made by manufacturers in these industries. The values of primary products (men's work clothing) alone, of these industries, plus the value of shipments by manufacturers classified in other industries who make suits, etc., as secondary products, are shown on page 42. Value figures are in current dollars, not adjusted for inflation.

Source: U.S. Bureau of the Census,
1982 Census of Manufactures;
1985, 1984 Annual Survey of Manufactures

Industry Concentration

Consolidations and restructuring has been underway in all segments of the apparel industry as a result of competitive pressure from imports pouring into the U.S. from the Far Eastern producers with very low labor costs, and companies classified in the work clothing industry are not exceptions, even though many items of occupational work wear are predominantly U.S. made. Last year, the VF Corporation become the nation's largest publicly held apparel company and the leading jeans producer when it acquired Blue Bell (a Major manufacturer of work jeans in its Red Kap division). VF's share of the domestic market for all types of jeans has been placed at 24% after the acquisition, and it replaced the leader, Levi Strauss, whose share has been placed at 22%.

According to the latest Census Bureau data, the four largest companies classified in the Men's Work Wear Industry (SIC 2328) accounted for half of the industry shipments in 1982, up from 38% ten years earlier.

WORK WEAR: GENERAL INDUSTRY STATISTICS

Industry Concentration

Share of Value of Industry Shipments Accounted For By the Largest Companies

Industry	No. of Companies	Total ($mil.)	Value of Industry Shipments* % accounted for by largest companies: 4 largest	8 largest	20 largest	50 largest
Men's & boys' work clothing						
1982	305	$4,661.2	50	59	73	88
1977	347	3,641.9	49	60	73	86
1972	297	1,738.0	38	53	70	84

* For an explanation of terms, see page 5

Source: U.S. Bureau of the Census:
1982 Census of Manufactures
Concentration Ratios in Manufacturing (MC82-S-7)

Work wear companies operating more than one plant (37% of the companies) owned 65.5% of the plants, had 83.3% of industry employment and accounted for almost 92% of industry shipments in 1982.

Single & Multiunit Companies' Share of Shipments, 1982

	Companies	Plants No.	Plants %	Employees Thous.	Employees %	Value of Industry Shipments Thous. $	Value of Industry Shipments %
Men's & boys' work wear	305	554	100.0%	91.0	100.0%	$4,661.2	100.0%
Multiunit companies	114	363	65.5	75.8	83.3	4,272.8	91.7
Singleunit companies	191	191	34.5	15.2	16.7	388.4	8.3

Source: U.S. Bureau of the Census:
1982 Census of Manufactures,
Type of Organization (Subject Series MC82-S-5)

Employment & Earnings

By 1984, according to the Census Bureau County Business Patterns report, the number of work wear plants with 500 or more employees increased to 37 from 33 in 1982, but overall the number of plants showed a slight decline, from 509 to 504.

WORK WEAR: GENERAL INDUSTRY STATISTICS

Work Wear Industry Plants by Employment Size Class

		Employment Size Class				
Year: 1984	Total	Under 100	100-249	250-499	500-999	1,000 or More
No. of plants	504	206	178	83	33	4
Total employees	95,629	9,635	30,045	29,129	21,399	5,421
Annual payroll (thous. $)	$934,493	103,433	270,913	270,585	230,643	58,921
Year: 1982						
No. of plants	509	200	185	91	31	2
Total employees	94,649	nr	31,360	30,907	20,314	nr
Annual payroll (thous. $)	$857,546	nr	263,637	267,511	204,067	nr

nr not reported

Source: U.S. Bureau of the Census:
1984, 1982 County Business Patterns

The Bureau of Labor Statistics, U.S. Department of Labor, compiles current information on employment and payroll levels by industry in the U.S. The methodology followed by the BLS differs somewhat from that used by the Census Bureau, and slight differences will therefore be apparent in figures issued by the two sources.

Employment & Earnings in the Work Wear Industry: 1984-1986
(Employment figures are in thousands)

	Annual Averages			% Change
	1986	1985	1984	1986/84
Employment, total	98.6	97.3	97.6	+ 1.0%
Production workers	86.4	84.6	82.9	+ 4.2
Average weekly earnings	$ 197.65	$ 196.79	$ 189.62	+ 4.2
Average hourly earnings	5.46	5.29	5.07	+ 7.7
Average weekly hours	36.2	37.2	37.4	- 3.2

Source: U.S. Bureau of Labor Statistics

Industry Location

Manufacturers classified in the men's and boys' work wear industry (SIC 2328) are concentrated in the South. Five southern states accounted for over 60% of total industry employment and 59% of the value added by manufacture in 1982.

WORK WEAR: GENERAL INDUSTRY STATISTICS

Industry Location

Industry Statistics For Leading States, 1982

	All Plants		Employees		Value added By Manufacture	
	Total	With 20+ Employees	No. (thous.)	% of Total	Mil. $	% of Total
Men's & boys' work clothing, U.S. total	554	461	91.0	100.0%	$2,339.2	100.0%
Leading states:						
Five state total	259	238	55.6	61.1	1,381.0	59.1
Texas	64	55	16.2	17.8	437.9	18.7
Tennessee	63	59	13.8	15.2	437.0	18.7
Georgia	53	49	10.2	11.2	257.4	11.0
Mississippi	42	41	9.6	10.5	130.0	5.6
Kentucky	37	34	5.8	6.4	118.7	5.1

Source: U.S. Bureau of the Census:
1982 Census of Manufactures

WORK WEAR & CAREER WEAR: PRODUCTION & SHIPMENTS

Current estimates on production and shipments of major items of apparel are compiled by the Census Bureau through surveys of all but very small producers, and published in the Current Industrial Reports series. Included in the CIR figures are imports covered in the 807 category of the U.S. Tariff Schedule.

Preliminary reports for the year 1986 indicate a drop in production of work shirts, jeans and dungarees, while cuttings of work pants and waistband overalls by U.S. manufacturers registered a gain. (The preliminary figures are subject to considerable revision). Production of washable service apparel, not covered in preliminary Census Bureau data, is expected to show a gain in 1986.

Tailored career wear (uniforms) is produced in the men's tailored clothing industry and separate industry figures on this component are not available. Some information is made available by the Census Bureau on production and shipments in the Current Industrial Reports. However, the classification includes military uniforms and this limits their value in evaluating the tailored career wear industry.

Production by U.S. Manufacturers: 1982 - 1985
(Men's only except where noted - Numbers in thousands)

		1985	1984	1982	% Change 1985/82
Work Wear					
Jeans & dungarees	Units:	151,503	143,461	139,152	+ 8.9%
Work pants, & waistband overalls	Dozens:	3,412	3,792	3,776	- 9.6
Coveralls, overalls, jumpsuits	Dozens:	1,384	1,465	1,220	+13.4
Overall & work-type jackets (men's & boys)	Dozens:	225	198	186	+21.0
Work shirts (men's, boys')	Dozens:	3,441	3,629	2,978	+15.5
Career Wear					
Washable service apparel*	Dozens:	1,159	1,177	1,257	- 7.8
Tailored wear:					
Uniform suits**	Units:	117	152	232	-49.6
Uniform coats, jackets**	Units:	1,364	1,233	1,247	+ 9.4
Uniform topcoats**	Units:	277	238	305	- 9.2
Uniform shirts**	Dozens:	724	881	1,065	-32.0
Uniform trousers**	Units:	5,589	5,394	5,599	- 0.2
Uniform outerwear**	Dozens:	171	148	nr	--

* Includes nontailored washable work apparel designed for use by waiters, gas station attendants, hospital staff, and other uniformed service workers
**Includes military, guards, band, police, fire, etc.

Source: U.S. Bureau of the Census:
Current Industrial Reports,
(Series MA23E)

Value of Materials Consumed in the Production of Work Wear, 1977, 1982

	Delivered Cost (Mil. $)		
	1982	1977	% Change 1982/1977
Work wear (SIC 2328*):			
Broad woven fabrics	$1,285.0	$1,194.5	+ 7.5%
Purchased knitted fabrics	79.0	23.8	+231.9
All other materials, containers & supplies	366.7	390.1	- 1.6

* SIC codes, see page 36

Source: U.S. Bureau of the Census:
1982 Census of Manufactures: Industry Series

WORK WEAR & CAREER WEAR: PRODUCTION & SHIPMENTS

Seasonality in Production

The pattern in activity in U.S. plants cutting men's work pants and shirts is reported by the Census Bureau in monthly reports. Figures for 1986, which are subject to revision, showed a marked change in the pattern for work pants when compared with 1985, with greater emphasis on the early months of the year.

Percent of Cuttings Done by Month of Selected Types of Men's Work Wear
1985, 1986

	Men's Work Pants		Men's Work Shirts	
	1986(p)	1985	1986(p)	1985
Total	100.0%	100.0%	100.0%	100.0%
January	8.3	6.7	9.9	9.1
February	8.0	6.1	8.7	8.9
March	9.9	5.9	9.5	9.1
April	10.2	5.5	10.0	9.2
May	9.4	7.3	9.1	7.8
June	8.5	8.6	8.5	8.1
July	8.3	8.5	7.4	6.6
August	8.6	10.0	8.5	9.5
September	9.0	9.4	8.4	7.9
October	7.6	12.3	7.8	9.0
November	5.9	11.0	5.6	7.8
December	6.2	8.7	6.6	7.0

(p) preliminary

Source: Based on U.S. Bureau of the Census,
Current Industrial Reports,
Men's & Boys' Outerwear, MA-231(86)-12

Plant Capacity Utilization

In the fourth quarter of 1985, men's and boys' work wear producers in the U.S. operated at 90% of the industry's preferred rate, compared with an operating rate of 87% of the preferred level in the fourth quarter of 1984. (The preferred level is defined as the level normally between actual operations and practical capacity, which the manufacturer would prefer not to exceed due to cost or other considerations). The following figures represent the ratio of actual utilization to the preferred level of operations.

Work Wear Industry Capacity Utilization Rates: Fourth Quarters 1982-1985

1985	1984	1983	1982
90	87	80	80

Source: U.S. Bureau of the Census
Current Industrial Reports
Survey of Plant Capacity, 1985 MC-CI(85)1

WORK WEAR & CAREER WEAR: PRODUCTION & SHIPMENTS

The value of shipments of work wear, including all producers regardless of manufacturers' SIC industry classification based on primary product, registered a real gain (measured in a constant 1982 dollar) of 3.3% last year, up from a real gain of 1.9% in 1985 over 1984, according to the International Trade Administration (Department of Commerce).

Based on a survey of all manufacturers, contractors and jobbers except very small firms, the Census Bureau compiles monthly estimates and annual revised data on the value of shipments in current dollars for work wear, but not for career apparel, except for washable service apparel.

The value of reported types of work wear shipped in 1985 reached about $2.6 billion, almost 12% higher than in 1982 on a current dollar basis.

Value of Shipments by U.S. Manufacturers: 1982-1985
(Men's only, except where noted
Value in millions of dollars)

	1985	1984	1982	% Change 1985/82
Work Wear				
Total, reported categories	$2,570.4	$2,568.8	$2,302.2	+ 11.6%
Jeans & dungarees	1,685.2	1,605.0	1,443.4	+ 16.7
Work pants & waistband coveralls	345.1	388.9	365.0	- 5.4
Coveralls, overalls, jumpsuits	197.2	212.2	214.2	- 7.9
Overall & work-type jackets (men's, boys')	38.7	34.4	36.2	- 6.9
Work shirts (men's, boys')	304.2	328.3	243.4	+ 25.0
Career Wear				
Total, reported categories	102.4	108.5	101.5	+ 0.9
Washable service apparel	102.4	108.5	101.5	+ 0.9
Tailored wear	nr	nr	nr	--

nr not reported

Source: U.S. Bureau of the Census:
Current Industrial Reports,
(Series MA-23E)

In a preliminary report for 1986, the International Trade Administration estimated the value of work wear shipments in current dollars registered a 3.8% gain over 1985, and a 3.3% gain in constant dollars.

Work Gloves, Mittens

Quantity & Value of Shipments of Work Gloves & Mittens, 1984, 1985
(Quantity in 1,000 dozen pairs; value in million dollars)

	Quantity		% Change	Value		% Change
	1985	1984	1985/84	1985	1984	1985/84
Work gloves & mittens, total	19,920	20,980	- 5.1%	$287.7	$308.8	- 6.8%
All fabric	17,825	18,574	- 4.0	168.0	174.7	- 3.8
Single-canton flannel	3,763	3,667	+ 2.6	na	na	--
Double-canton flannel	3,619	3,646	- 0.7	na	na	--
Fleeced-cotton jersey	3,082	3,215	- 4.1	na	na	--
Circular-knit cotton	5,037	4,915	+ 2.5	na	na	--
Coated & partially-coated fabrics	1,736	2,320	-25.2	na	na	--
All other fabrics	588	775	-24.1	na	na	--
Leather & fabric combination	561	629	-10.8	26.2	29.3	-10.6
All leather work gloves	1,534	1,777	-13.7	93.5	104.8	-10.8
All grain, exc. welders	859	934	- 8.0	na	na	--
All split, exc. welders	464	605	-23.3	na	na	--
Leather, exc. all grain & all split, incl. welders	211	238	-11.3	na	na	--

na not available

Source: U.S. Bureau of the Census, Current Industrial Reports, Gloves and Mittens, MA-23D(85)-1

Leading States

As noted in the industry information, manufacturers classified in the Work Wear Industry (SIC 2328) are concentrated in five Southern states. The following table shows the concentration of the value of shipments of specified work wear by all producers in these states, according to the complete Census of Manufactures.

Value of Shipments of Specified Men's & Boys' Work Wear (All Producers) By Leading States: 1977, 1982
(Millions of dollars)

	1982	1977	% Change 1982/77
Work shirts, U.S. total	$ 242.5	$ 191.6	+ 26.6
Leading states:			
Tennessee	76.7	44.1	+ 73.9
Mississippi	58.3	42.8	+ 36.2
Texas	18.9	8.0	+136.3
Georgia	11.1	15.7	- 29.3
Kentucky	9.1	na	--

(continued)

Leading States

Value of Shipments of Specified Men's & Boys' Work Wear (All Producers) By Leading States: 1977, 1982
(Millions of dollars)
(continued)

	1982	1977	% Change 1982/77
Jeans, incl. jean-cut casual slacks,			
U.S. total	$2,543.9	$ 1,962.8	+ 29.6%
Leading states:			
Texas	580.8	396.1	+ 46.6
Tennessee	458.1	342.5	+ 33.8
Georgia	219.8	181.6	+ 21.0
California	150.1	na	--
Mississippi	138.3	130.5	+ 6.0
Work clothing & washable service apparel			
U.S. total	$ 767.0	$ 729.6	+ 5.1
Leading states:			
Georgia	114.3	48.2	+137.1
Tennessee	111.1	129.5	- 14.2
Texas	99.3	127.1	- 21.9
Kentucky	87.1	82.2	+ 6.0
Mississippi	74.6	44.5	+ 67.6
Commission work on work clothing,			
U.S. total	375.9	411.2	- 8.6
Leading states:			
Tennessee	53.1	50.8	+ 4.5
Alabama	47.0	35.9	+ 30.9
Missouri	41.5	24.6	+ 68.7
Texas	36.4	59.6	- 38.9
Georgia	32.0	26.6	+ 20.3

Source: U.S. Bureau of the Census
1982 Census of Manufactures
Industry Series

Concentration of Shipments

Of the total value of shipments of work shirts by all producers in 1982, the four largest companies accounted for 41%, up from 36% in 1977. Concentration is much greater in the jeans segment. Over two-thirds of the value of shipments in 1982 were controlled by the top four producers. As previously noted, this industry has become even more concentrated with the merger of VF and Blue Bell.

Share of Specified Men's & Boys' Work Wear Product Shipments By the Largest U.S. Manufactures, 1982

	Product Shipments (Mil. $)	% of value accounted for by the largest companies			
		Top 4	Top 8	Top 20	Top 50
Work shirts					
1982	$ 242.5	41%	64%	86%	100%
1977	191.6	36	52	78	99

(continued)

Concentration of Shipments (continued)

Share of Specified Men's & Boys' Work Wear Product Shipments
By the Largest U.S. Manufactures, 1982
(continued)

	Product Shipments (Mil. $)	% of value accounted for by the largest companies			
		Top 4	Top 8	Top 20	Top 50
Jeans, incl. jean-cut casual slacks					
1982	$2,543.9	67%	76%	88%	97%
1977	1,962.8	63	74	87	97
Work clothing & washable service apparel					
1982	767.0	28	45	72	94
1977	729.6	35	50	74	93

Source: U.S. Bureau of the Census:
1982 Census of Manufactures
Concentration Ratios in Manufacturing

PRODUCER PRICE TRENDS

According to the U.S. Bureau of Labor Statistics, the only measured category of producer (factory) prices to show a decline in 1985 was men's washable service apparel. The largest gain was recorded by denim jeans and jean cut casual slacks which showed an increase of 1.8% for the year.

Between January 1986 and 1987 producer prices for men's and boys' work shirts were off 0.2% while prices at the factory for men's work pants declined 0.1%.

Producer Price Indexes of Specified Work Wear
(Men's only, unless specified; 12/81 = 100 unless specified)

	Jan. Average		% Change	Annual Average		% Change
	1987	1986	1987/86	1986	1985	1986/85
Denim jeans & jean cut casual slacks	106.3	106.3	--	106.4	104.5	+ 1.8%
One piece work suits	104.5	103.9	+ 0.6%	104.6	103.3	+ 1.3
Washable service apparel	102.2	102.1	+ 0.1	102.2	102.4	- 0.2
Dungarees & overalls (12/77=100)	152.4	151.5	+ 0.6	151.8	150.7	+ 0.7
Work pants (1967=100)	253.3	253.5	- 0.1	253.3	250.5	+ 1.1
Work shirts (men's & boys') (6/83=100)	104.9	105.1	- 0.2	105.1	104.9	+ 0.2
Other work clothing (6/83=100)	107.4	106.6	+ 0.8	107.1	105.6	+ 1.4

Source: Bureau of Labor Statistics

FOREIGN TRADE

Imports have not had as an adverse affect on the work wear industry as they have on other areas of apparel. The International Trade Administration estimates that in 1985 imports accounted for slightly less than 20% of all work wear shipments.

Preliminary data on 1986 imports of men's & boys' work wear is summarized below.

Quantity & Value of Imports of Men's & Boys' Work Wear: 1986

	Quantity (Thous. Doz.)	C.I.F. Value (Thous. $)
Work shirts	108.2	$5,180.3
Knit	56.8	2,709.1
Cotton	54.6	2,578.7
Manmade	2.2	130.4
Not knit	51.4	2,471.2
Cotton	20.2	1,035.2
Manmade	31.2	1,436.0
Coveralls & overalls	125.2	18,007.9
Manmade	2.8	773.0
Cotton	122.4	17,234.9

* The C.I.F. value represents the value of imports at the first port of entry in the U.S. It is based on the purchase price and includes all freight, insurance and other charges (excluding U.S. import duties) incurred in bringing the merchandise from the country of exportation and generally placing it alongside the carrier at the first port of entry in the U.S.

Source: U.S. Bureau of the Census,
U.S. General Imports, IM 146
Dec. 1986

AT THE RETAIL LEVEL

THE POTENTIAL MARKET

The Bureau of Labor Statistics has compiled projections on employment in the U.S. covering the outlook through 1995, covering three series, based on low, moderate and high macroeconomic assumptions. The moderate series looks for total employment to reach 123 million in 1995, 16 million more than in 1984. Almost 9 out of every 10 of these new jobs will be added in a service producing industry (transportation, communications, public utilities, trade, finance, insurance, real estate, miscellaneous services and government); the remainder in goods producing jobs (manufacturing, construction, mining and agriculture).

With the future growth of the economy centered on service producing occupations where career/work wear tends to be the norm, the outlook for career apparel is bright. The career uniform market is also benefitting from the growing number of businesses which wish to establish their own identity with their employees and customers.

Growth in the potential market among employees in occupations clearly requiring work/career wear, of offering a potential for their use, will be noted in the following table.

Male* Employment By Occupation: 1983, 1986
(Numbers in thousands)

	1986	1983	% Change 1986/83
WORK WEAR RELATED OCCUPATIONS, TOTAL	32,595	30,250	+ 7.7%
Mechanics & repairers, except supervisors	3,994	3,796	+ 5.2
Vehicle & mobile equipment	1,769	1,669	+ 6.0
Industrial machinery repairers	527	517	+ 1.9
Electrical & electronic machine repairers	646	624	+ 3.5
Miscellaneous mechanics & repairers	758	760	- 0.3
Construction trades	4,825	4,212	+ 14.5
Supervisors	605	497	+ 21.7
Construction trades, except supervisors	4,219	3,712	+ 13.7
Extractive occupations	68	62	+ 9.7
Precision production occupations	3,039	2,893	+ 5.0
Operators, fabricators & laborers	12,801	11,811	+ 8.4
Machine operators, assemblers & inspectors	4,723	4,485	+ 5.3
Transportation & material moving occupations	4,158	3,873	+ 7.4
Motor vehicle operators	3,015	2,704	+ 11.5
Heavy truck drivers	1,767	1,734	+ 1.9
Transportation occupations, exc. motor vehicles	199	207	- 3.8
Material moving equipment operators	946	962	- 1.7
Handlers, equipment cleaners, helpers & laborers	3,921	3,450	+ 13.6
Helpers, construction & extractive occupations	169	145	+ 16.6
Farming, forestry & fishing	2,896	3,108	- 6.8
Farm operators & managers	1,148	1,275	- 10.0
Other agricultural & related occupations	1,570	1,660	- 5.4
Related agricultural occupations	808	739	+ 9.4
Forestry & logging occupations	107	124	- 13.7
Fishers, hunters & trappers	70	51	+ 37.2
CAREER/SERVICE APPAREL RELATED OCCUPATIONS, TOTAL	8,688	8,321	+ 4.4
Health care related	1,466	1,439	+ 1.9
Natural scientists	298	283	+ 5.3
Chemists, exc. biochemists	95	75	+ 26.7
Geologists & geodesists	42	53	- 20.7
Biological and life scientists	41	33	+ 24.2
Health diagnosing occupations	619	637	- 2.8
Physicians	403	437	- 7.8
Dentists	126	118	+ 6.8
Health assessment & treating occupations	298	270	+ 10.4
Registered nurses	85	58	+ 46.6
Pharmacists	111	115	- 3.5
Dietitians	5	7	- 28.6
Therapists	66	59	+ 11.9

(continued)

Male* Employment By Occupation: 1983, 1986
(Numbers in thousands)
(continued)

	1986	1983	% Change 1986/83
Health technologists and technicians	67	61	+ 9.8%
Dental hygienists	1	1	--
Radiological technicians	37	29	+ 27.6
Licensed practical nurses	10	13	- 23.1
Health service occupations	184	188	- 2.1
Dental assistants	2	3	- 33.3
Health aides, except nursing	59	42	+ 40.4
Nursing aides, orderlies and attendants	123	143	- 14.0
Technical and laboratory related	378	338	+ 11.8
Science technicians	150	143	+ 4.9
Biological technicians	35	32	+ 9.4
Chemical technicians	60	60	--
Precision workers	228	195	+ 16.9
Optical goods workers	26	33	- 21.2
Dental laboratory and medical appliance workers	33	29	+ 13.8
Electrical & electronic equipment assemblers	102	63	+ 61.9
Food handling/production	2,214	2,088	+ 6.0
Food preparation and service occupations	1,907	1,784	+ 6.9
Supervisors	88	87	+ 1.1
Bartenders	165	174	- 5.2
Waiters & waitresses	209	166	+ 25.9
Cooks, exc. short order	722	669	+ 7.9
Short order cooks	70	57	+ 22.8
Food counter, fountain and related occupations	73	78	+ 6.4
Kitchen workers, food preparation	30	32	- 6.3
Waiters and waitresses assistants	202	223	- 9.4
Miscellaneous food preparation	299	297	+ 0.7
Precision food production occupations	307	304	+ 1.0
Butchers & meat cutters	224	233	- 3.9
Bakers	67	58	+ 15.5

(continued)

Male* Employment By Occupation: 1983, 1986
(Numbers in thousands)
(continued)

	1986	1983	% Change 1986/83
Personal service occupations	403	389	+ 3.6%
Barbers	77	80	- 3.8
Hair dressers & cosmetologists	81	70	+ 15.7
Attendants, amusement and recreation facilities	69	78	- 11.5
Public transportation attendants	16	16	--
Welfare service aides	7	6	+ 16.7
Child care workers	27	20	+ 35.0
Cleaning and service occupations	1,699	1,696	+ 0.2
Supervisors (building)	97	76	+ 27.6
Maids and housemen (building)	89	100	- 11.0
Cleaners and servants (private household)	25	22	+ 13.6
Protective service	1,565	1,458	+ 7.3
Supervisors	155	121	+ 28.1
Firefighting & fire prevention	213	187	+ 13.9
Police & detectives	593	584	+ 1.5
Guards	605	565	+ 7.1
Mail and message distributing occupations	592	547	+ 8.2
Postal clerks, except mail carriers	169	157	+ 7.6
Mail carriers, postal service	236	214	+ 10.3
Mail clerks, exc. postal service	86	85	+ 1.2
Messengers	102	90	+ 13.3
Other occupations:			
Bus drivers	206	199	+ 3.5
Airplane pilots & navigators	78	68	+ 14.7
Hotel clerks	21	20	+ 5.0
Transportation ticket and reservation agents	26	35	+ 25.7
Bank tellers	40	43	- 7.0

* 16 years or older

Source: Bureau of Labor Statistics
Employment & Earnings

RETAIL SALES

Career apparel and uniforms are distributed by manufacturers primarily through rental supply companies and are also sold directly to larger users, a development which appears to be growing in importance.

The total retail market was estimated at $4.1 billion by Red Kap in 1984, of which occupational apparel accounted for $2.2 billion.

For the individual purchaser of work wear, mass merchandisers and discounters have the largest share of purchasers followed by smaller specialty stores such as family clothing stores outside of major urban centers. Catalog sellers are growing in importance as the work wear market has expanded to include non-occupational wearers.

A newer development is the growth of farm/fleet stores. These are very large stores in rural areas which carry everything from work wear to farm equipment, and their customers are farmers and truckers who wear functional work wear on the job. Two major operators of these stores in the Midwest are Blain Farm & Fleet and Mills Farm & Fleet.

Limited official information on work wear sales is available from the Census Bureau, based on the 1982 Census of Retail Trade that covers work wear sales in three outlet types as noted below. Department stores have generally dropped work clothing in the past 10 or 15 years, and sales credited to this store type are handled by discount department stores and mass merchandisers that include Sears Roebuck stores which meet the department store definition.

Reported Sales of Men's Work Wear By Outlet Type: 1982

	Establishments**		Sales by Outlet Type	
	Number	Percent	Thous. $	Percent
Men's work wear reported total	11,495	100.0%	$550,106	100.0%
Department stores*	4,819	41.9	269,447	49.0
Men's & boys' wear stores	2,269	19.7	171,480	31.2
Family clothing stores	4,407	38.3	109,179	19.8

* Each business location is counted as a separate establishment (store), including each unit in a multiunit retail operation. Only stores with payroll are included.

** According to a count reported by the Census Bureau for the first time in this census, discounters, mass merchandisers and national chain outlets accounted for 76% of the stores classified as department stores and they had a 68% share of sales. No data was released on merchandise line sales of these store types, but they represent almost all of the work wear sales attributed to "department stores".

Source: U.S. Bureau of the Census:
1982 Census of Retail Trade,
Merchandise Line Sales (RC82-1-3)

CONSUMER BUYING HABITS

A survey of Blue Bell's Red Kap division in 1984 indicated that there were 17.7 million wearers of retail utility apparel, and it was estimated that the market would reach 21.1 million men and women by 1995. The survey covered a nationwide representative sample of 20,000 households and covered work wear purchased at retail, and not including career wear/uniforms.

It was noted that 29% of the males wore retail utility wear to work (2% of the females). Of the men, 10% were farmers and 71% blue collar workers. By job type, 12% were in agriculture or agri-business, 20% in construction, 36% in manufacturing.

Focus groups indicated in a survey that whether for occupational or non-occupational use, consumers wanted work wear that has elements of style and ample amounts of durability, comfort, value and functionality. Consumers generally no longer viewed this type of work wear as purely basic.

In the occupational sector according to the Red Kap study, work jeans and dungarees held a 24% market share, followed by work shirts (21%), work pants (16%), flannel work shirts (11%), coveralls (10%), coats and jackets (8%), overalls (4%), other (6%). Work jeans/dungarees also dominated the non-occupational sector, with 28% of the market. Work shirts held a 16% share; work pants, 13%; flannel work shirts and coats/jackets, 11% each; overalls and other 5% of non-occupational work wear sales.

A companion survey of 150 work wear retailers was conducted by Blue Bell. According to their reports, 31% of sales were generated by work jeans. Following in importance were work sets (17%), coveralls (14%), overalls (13%), work coats and jackets (11%), and other (2%).

An important finding was that 52% of the retailers market regular blue jeans as work jeans, and it can be assumed that this is a growing development along with the increased use of jeans by younger workers. Retailers rated quality as the most important consideration in their work wear purchases, followed by quick delivery of at-once goods, on-time scheduled delivery, and value to the customer.

MRCA Information Services, an independent research company, tracks consumer purchases through purchase diaries which are maintained nationwide by U.S. households. Following are projected purchase figures covering men's work wear in 1986.

Purchases of Men's Work Wear By Type: 1986

	1986 Projected Purchase (Millions)		% Change			
			Dollars		Units	
	Dollars	Units	1986/85	1985/84	1986/85	1985/84
Reported total	$3,419.6	221.3	--	--	--	--
Work shirts	335.0	32.0	+12.0%	- 9.3%	+ 7.2%	- 7.0%
Work pants	232.6	16.8	- 7.5	+ 1.8	-10.9	+ 2.5
Jeans	2,708.9	165.6	+10.1	- 0.9	+ 6.3	- 2.5
Overalls	143.1	6.9	-15.5	+ 9.5	- 5.2	+ 3.5

Source: Softgoods Information Services Group of MRCA Information Services SGIS Reports (April 1986)

SCHEDULE OF ADDITIONAL FACT FILES

THE CHILDREN'S MARKET: INFANTS', TODDLERS', GIRLS' AND BOYS' (APPAREL, PLAYTHINGS & RELATED PRODUCTS: Includes a detailed statistical profile of the U.S. industry, i.e. number and size of manufacturers, production and shipments, employment trends and more. Also details imports and exports by product. At the retail level, this Fact File covers sales estimates, information on leading outlet types and on consumer price trends. The size of the growing potential market in terms of population counts and birth projections is outlined as well as consumer preferences and buying patterns in the consumer market.

CONSUMER MARKET DEVELOPMENTS: An overview of all facets of the consumer market. Within the framework of population and income groups, the markets for children's products, for young adults and for the mature are defined in terms of numbers and buying power. Trends and projections are included as well as an analysis of developments that are shaping the U.S. consumer market -- living arrangements, households, working women, marriage and birth rates, etc. Trends in personal consumption expenditures are also covered.

DEPARTMENT STORE AND SPECIALTY STORE SALES (1987 Edition): Updates information in the 1986 Edition on department and apparel specialty store sales (not including discount operation) for stores (buying headquarter locations) listed by state within the four major geographical regions of the U.S. Information on the number of stores in operation is included, as well as on plans to open stores, if available. Available data on sales of branch stores is included. Additional features include: An alphabetical listing of major national chains in the general merchandise and apparel store classifications with the latest available sales figures; a listing and sales figures for traditional department stores which have sales volumes published, or estimated, of $50 million or more in 1986; a list of conglomerates operating traditional department and apparel stores, including the names and locations of these stores.

DRESSES & CAREER APPAREL (WOMEN'S, MISSES' AND JUNIORS'): At the manufacturer level, provides a statistical profile of the dress industry and the products made within this industry, including dresses, career apparel, pants dresses, ensembles, etc. Includes number and size of manufacturers, production and value of shipments, industry location and trends in employment levels. Analyzed is the growing impact of imports on total growth in the size of the consumer market, based on population counts, working women by type of occupation, and more.

FASHION ACCESSORIES (MEN'S AND WOMEN'S): Covers developments in the U.S. industry, in imports and in retail sales for fashion accessories, including small leather goods, handbags, millinery, scarves, gloves, belts, jewelry, sunglasses, watches, etc. to the extent that statistical information is available. Included are production and shipments by U.S. manufacturers plus the quantity and value of imports in recent periods. Retail sales and operating results in department and specialty stores are reported, as well as summaries of available studies on consumer buying preferences.

FOOTWEAR (MEN'S, WOMEN'S, BOYS', GIRLS') (1987 Edition): Updates the 1986 edition with figures on U.S. manufacturers production and shipments by type of footwear. Also detailed statistics on imports and their impact on total U.S. market supply. Analyses industry trends and performance of major resources and retailers. Spotlights developments in the athletic footwear industry and consumer market. At the retail level, information is included on sales trends and merchandising results for shoe stores and for footwear departments in department stores; as well as consumer purchase patterns.

HOME TEXTILES & RELATED PRODUCTS: Includes the latest statistics on the U.S. industry, including manufacturers wide variety of products -- bed linens, towels, blankets, comforters, slip covers, pillows, curtains/draperies and hardware, shades, and blinds. Covers the changing competitive nature of the industry through acquisitions of major producers and through consolidation of buying power at the retail level. Includes information on production, shipments and retail sales.

HOSIERY/LEGWEAR/BODYWEAR (MEN'S, WOMEN'S, BOYS', GIRLS'): A comprehensive report on mills making hosiery and related products, including production and shipments, fiber consumption, producer price trends. The growing trend in imports is also covered. At the consumer level, the size of the potential market is measured in terms of population counts and projections and estimates are included on retail sales of major products by type of retail outlet.

HOUSEHOLD APPLIANCES, ELECTRIC HOUSEWARES, HOME ENTERTAINMENT PRODUCTS: Covers a broad range of products included in these three classifications at the manufacturer and at the retail level. Provides a statistical profile of the U.S. industry in terms of number of manufacturers, production, shipments, exports. Imports are detailed, as well as information on export markets. Covers retail sales and merchandising results and information on appliance/radio/TV stores.

HOUSEHOLD FURNITURE AND BEDDING: Provides an overall view of market trends in the U.S. For the U.S. industry, the report covers statistics on manufacturers, on production and shipments in terms of quantity and value by type of furniture. Trends in the concentration levels in the U.S. industry are reported, as well as in employment and earnings in the industry. Also included is information on the industry in leading states. Consumer market information includes data on characteristics of new housing units (number of rooms); also trends in consumer expenditures for furniture, sales by type of outlet. Details on furniture stores, including the 25 leaders, are also covered.

MEN'S FURNISHINGS AND WORK/CAREER APPAREL: Provides a summary of major market trends in men's shirts, (dress and sport), underwear, nightwear, robes, hosiery and headwear, as well as the growing market for work/career apparel. These products are covered at the U.S. industry level, including production and shipments, employment trends and manufacturer concentration levels. Imports are detailed by product in terms of quantity and value, as well as exports. Data at the retail level includes sales and operating results in men's furnishings in department and specialty stores. The potential market for work/career apparel is defined in data on trends in employment of men by occupation.

MEN'S SPORTSWEAR, CASUALWEAR, OUTERWEAR: The wide variety of men's wear items included are covered from available statistical information on the industry at the manufacturer, retailer and consumer levels. Included is information on production and shipments by domestic producers, imports and exports. The retail market is covered in sales estimates and data on major outlet types, as well as studies of consumer buying practices.

MEN'S TAILORED CLOTHING/SEPARATES; RAINWEAR: Covers information on the fast-growing category, tailored (but unstructured) separates for men, as well as suits, jackets and coats made in the men's clothing industry, plus rainwear. U.S. industry data includes trends in the number of manufacturers, production and value of shipments, location of the industry and employment trends. Foreign trade is examined, including export and import developments. The U.S. consumer market is defined in terms of number in the population by age and by population groups. A look is taken at the Young Men's market and merchandising practices of stores to reach this market. Departmental merchandising and operating results in department stores and in men's wear stores are covered.

RETAILING/MERCHANDISING TRENDS: Covers the dramatic changes underway in the operations, of the large retailing organizations, such as the decentralization of operations beyond traditional geographic boundaries and diversification of operations to include store types differing from the primary business. Also covered are developments in brand name merchandising, store labels, designer labels, licensing and off-price retailing.

SALES OF MAJOR CLASSIFICATIONS OF CONSUMER GOODS BY RETAIL OUTLET TYPE: Covers sales of grocery products, drugs, apparel, footwear, sporting goods, home furnishings and other product lines by major type of retail outlet. The sales are detailed, and trends analyzed on market shares held by major outlet types based on the latest complete Census of Retail Trade recently issued by the U.S. Census Bureau.

THE SPORTS/FITNESS/LEISURE MARKETS (A Fact File Special Edition): Covers details on U.S. manufacturers in the sporting goods/athletic goods industry, concentrating on products sold through retail outlets such as sporting goods stores and general merchandise stores, as well as functional athletic footwear and apparel. Includes quantity and value of shipments of specific products; concentration of shipments among leading manufacturers, and trends in producer prices. Imports of specified sporting and athletic goods are covered. At the consumer level, data includes statistics on sports participation levels and purchases of specific sports equipment. Also buying habits in relation to activewear and sports equipment.

SPORTSWEAR, CASUAL WEAR, SEPARATES AND JEANS (WOMEN'S, MISSES' AND JUNIORS'): A statistical view of this segment of the women's wear industry is provided, including data on production and value of shipments, imports of major categories, sales by type of outlet, price points, seasonal patterns, and consumer buying habits.

A STATISTICAL ANALYSIS OF RETAILING (A Fact File Special Edition): A detailed statistical summary of retail trade in the U.S. based on findings in the 1982 Census of Retail Trade issued in 1985 by the U.S. Census Bureau. Percentage distributions have been calculated for firms and outlet types, including single and multi-unit operations, sales concentration and geographical distribution, with comparisons with 1977 census findings where possible.

TABLETOP & GIFTWARES: Statistics included for these industries include those on both the manufacturing and retailing levels. There's coverage of production and shipments; foreign trade; retail sales; plus data on the consumer market including buying habits and expenditures.

THE TEXTILE/APPAREL INDUSTRIES: Provides an overview of the U.S. textile and apparel industries, their current problems and programs to improve their competitive position in the U.S. market and abroad. Covers a statistical profile of each industry in terms of number of manufacturers, concentration levels, production and shipments, including exports. Trends in imports in terms of quantity and value are detailed. Also included is information on plant and equipment expenditures and on mill machinery in place in U.S. mills.

TOILETRIES, COSMETICS, FRAGRANCES AND BEAUTY AIDS: A detailed view of the U.S. industry, leading manufacturers, sales of products for both men and women, trends in industry employment and earnings, advertising expenditures, foreign trade. Consumer expenditures by product are detailed, as well as retail sales by outlet type, and consumer buying patterns and usage in regard to specific products.

WOMEN'S COATS, SUITS, RAINWEAR, AND FURS: Data from the domestic industry includes the number of manufacturers, industry concentration levels, trends in employment and earnings, production and value of shipments, including exports. Import trends and impact on U.S. market supply are analyzed. At the retail level, information includes consumer price trends, the size of the potential market and outlook for growth in terms of population by age group and employment trends among women. Also covers sales estimates and operating results in department and specialty store.

WOMEN'S INNER FASHIONS: NIGHTWEAR, DAYWEAR AND LOUNGEWEAR: An analysis of statistical information available on the industry and market, from manufacturer through to consumer. Includes the latest available data on U.S. production, shipments and exports; and details on imports. Retail sales and operating results in department and specialty stores are covered, as well as trends in producer and consumer prices. Developments in the size of the consumer market and trends in the market are summarized.

The price of Fairchild Fact Files is $15.00. Prices are subject to change. For orders and further information, please write to:

FAIRCHILD FACT FILES,
Fairchild Books,
7 East 12th Street, New York, N.Y. 10003